1988 WORLD BRANDS

BOZELL, JACOBS, KENYON & ECKHARDT

Clients:	The Americas: USA	Argentina*	Brazil*	Canada	Chile	Peru	Uruguay	Mexico	Puerto Rico	Europe: Austria*	Belgium	Denmark	France	Germany	Italy	Netherlands	Norway*	Spain	Sweden*	Switzerland*	UK	Portugal*	Greece	Africa	Pacific: Australia*	Japan	Hong Kong	New Zealand*	Singapore	Thailand*	Malaysia	Taiwan*
Revlon	✓	✓	✓	✓					✓	✓			✓		✓		✓		✓		✓				✓	✓	✓	✓				
Burdick																											✓		✓	✓	✓	
Texas Instruments	✓			✓							✓		✓	✓	✓		✓		✓	✓	✓	✓										

Source: Bozell, Jacobs, Kenyon & Eckhardt *Non-equity affiliation

Bozell, Jacobs, Kenyon & Eckhardt, New York, had non-U.S. gross income of $26.3 million in 1987, up 42% from 1986. Non-U.S. billings rose 40% to $175 million.

Worldwide gross income was $185.2 million in 1987. Worldwide billings were $1.3 billion.

BJK&E gained its independence from Lorimar Telepictures this year in a management buyout. BJK&E has 59 overseas offices in 35 countries and owns majority or maximum-allowable stock in five, minority interest in 21 and has non-equity affiliations with 33.

New accounts included Nabisco (Canada); Department of National Savings (U.K.); Jet Tours (France); Firestone (Mexico); Inchcope (Hong Kong); Chrysler (Europe); and New World Group (Hong Kong).

Accounts lost included Revlon (Canada); Cote D'Or candies (France); Schick (France); and Volvo (Belgium).#

LEO BURNETT CO.

Clients:	The Americas: USA	Argentina	Brazil	Canada	Chile	Peru*	Puerto Rico	Panama	Mexico	Venezuela	Europe: Greece	Belgium	Denmark	France	Germany	Italy	Netherlands	Spain	Switzerland	UK	Middle East: Bahrain	Egypt	Kuwait	Lebanon	Saudi Arabia	U.A.E.	Pacific: Australia	Japan	Hong Kong	New Zealand	Singapore	Thailand*	Malaysia	Taiwan
Abbott															✓		✓		✓											✓				
BASF											✓	✓	✓	✓	✓	✓	✓	✓	✓	✓							✓							
Cathay Pacific				✓							✓			✓	✓	✓	✓			✓							✓	✓	✓	✓	✓	✓	✓	✓
Heinz Star-Kist	✓			✓						✓				✓													✓		✓					
Hewlett-Packard	✓																			✓							✓		✓	✓	✓		✓	✓
Kellogg	✓	✓	✓	✓			✓	✓	✓	✓		✓	✓	✓	✓		✓		✓								✓	✓	✓		✓	✓	✓	✓
Kraft	✓			✓						✓				✓	✓		✓		✓		✓	✓		✓	✓	✓				✓				
McDonald's	✓	✓					✓	✓				✓								✓								✓					✓	
PepsiCo/7Up	✓	✓	✓	✓	✓		✓	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓		✓		✓	✓			✓	✓		✓	✓	✓	✓
Philip Morris	✓	✓	✓		✓		✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓		
Pillsbury/Green Giant	✓			✓			✓				✓		✓			✓			✓									✓						✓
Procter & Gamble/RVI	✓			✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓
United Airlines	✓								✓											✓							✓		✓	✓	✓	✓	✓	✓

Source: Leo Burnett Co. *Non-equity affiliation

Leo Burnett Co., Chicago, had non-U.S. gross income of $136.7 million in 1987, an increase of 31% from 1986. Non-U.S. billings rose 30.2% to $911.8 million in 1987.

Gross income worldwide was $369.2 million. Worldwide billings were $2.5 billion.

Burnett has 45 offices, owning the majority or maximum-allowable equity in 42, minority in five and has affiliations with three.

Internationally, 184 assignments in 38 countries from 11 clients were added, mostly from Kellogg Co. and Procter & Gamble Co. New accounts include BASF and Abbott Labs. Burnett lost Mars in Puerto Rico.#

D'ARCY MASIUS BENTON & BOWLES

Clients:	The Americas: USA	Argentina	Brazil	Canada	Chile	Peru	Uruguay	Mexico	Europe: Austria	Belgium	Denmark	France	Germany	Italy	Netherlands	Norway	Spain	Sweden	Switzerland	UK/Ireland	Finland	Greece	Africa	Pacific: Australia	Japan	Hong Kong	New Zealand	Singapore	Thailand	Indonesia
American Cyanamid	✓	✓											✓	✓																
American Home Products	✓							✓						✓						✓				✓	✓					
Anheuser-Busch	✓			✓																✓					✓		✓			
Bahamas Min. Tourism	✓												✓	✓	✓					✓										
Barclays Bank				✓							✓		✓											✓		✓				
BASF									✓		✓		✓									✓								
Bayer	✓			✓					✓	✓		✓	✓	✓	✓	✓	✓			✓		✓			✓		✓			✓
Boehringer Ingelheim													✓							✓					✓					
Boots										✓							✓			✓								✓		
Bristol-Myers	✓			✓										✓										✓	✓	✓	✓			✓
Citicorp		✓											✓							✓					✓					
Coopers & Lybrand	✓									✓				✓													✓			
Combe	✓												✓																	
CPC Intl.	✓												✓	✓																
Digital Equipment									✓			✓	✓	✓	✓	✓				✓	✓									
Dow Chemical	✓			✓											✓					✓					✓	✓				
Erbamont														✓						✓							✓			
Europcar	✓									✓		✓	✓	✓				✓			✓									
FTD/Interflora	✓			✓						✓	✓						✓			✓				✓	✓					
Fiat									✓	✓			✓	✓				✓	✓	✓			✓							
Finnish Tourist Board										✓				✓						✓										
General Foods	✓													✓				✓		✓										
General Motors	✓							✓												✓				✓						
Glaxo													✓							✓					✓	✓				
Guinness/Distiller Co.									✓					✓										✓	✓					
H.J. Heinz	✓			✓								✓													✓					
Hoechst A.G.	✓												✓	✓				✓							✓					
Hoffmann-LaRoche													✓	✓						✓									✓	
Hoover Co.										✓			✓	✓						✓										
ICI	✓												✓					✓												
Kimberly-Clark											✓								✓	✓	✓									
Eli Lilly														✓	✓					✓					✓					
Lotus Development														✓	✓	✓	✓			✓										
Mars	✓			✓					✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓				✓	✓					
Mars Petfoods	✓			✓					✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓				✓	✓					
McPherson's	✓			✓											✓															
Merck													✓	✓			✓			✓										
Mitsubishi	✓											✓													✓					
Mobil	✓									✓														✓						
Monsanto-Searle								✓					✓				✓													
Nobel Industries									✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓					✓					
Olympia Werke										✓														✓			✓			
Pernod	✓									✓	✓	✓	✓		✓				✓	✓				✓	✓	✓				
Pfizer	✓												✓											✓	✓					
Philips	✓									✓	✓				✓					✓										✓
Pillsbury	✓										✓					✓				✓								✓		
Procter & Gamble	✓			✓				✓		✓		✓	✓	✓	✓			✓		✓		✓		✓	✓	✓	✓	✓	✓	✓
Quaker Oats	✓							✓							✓															
Rhone-Poulenc		✓											✓				✓			✓										
Richardson-Vicks	✓			✓				✓					✓		✓		✓	✓		✓	✓				✓		✓	✓	✓	✓
Roher													✓	✓						✓										
Royal Canadian Mint									✓				✓											✓				✓		
Schering-Plough	✓												✓	✓						✓					✓	✓				
Squibb	✓												✓												✓					
Thailand Tourist Board													✓		✓									✓					✓	

Source: D'Arcy Masius Benton & Bowles

D'Arcy Masius Benton & Bowles, New York, had non-U.S. gross income of $174.5 million in 1987, a 21% increase from 1986. Non-U.S. billings hit $1.2 billion, up 25%.

Worldwide gross income reached $371.3 million last year. Worldwide billings were $2.5 billion.

DMB&B has equity relationships with 49 offices in 45 cities and 27 countries, including the U.S.

It has majority interest in 45 foreign agencies, minority interest in four and non-equity affiliations with 22.

Foreign accounts added included Richardson-Vicks (Australia, Finland, West Germany, Italy, the Netherlands, Singapore, Sweden); Bristol-Myers (Australia); Mars (Australia, Austria, Denmark, France, Italy, U.K.); Europcar (Belgium, France, West Germany, Italy, the Netherlands, Switzerland, U.K.); Burger King (Denmark, Norway, Singapore, U.K.); Bayer (France, Greece); Tourism Authority of Thailand (West Germany, Italy); Allied-Lyons (U.K.); IBM (Mexico); and Anheuser-Busch's Budweiser (U.K.).

Accounts lost last year included Budget Rent A Car (Australia); Richardson-Vicks (Australia, the Netherlands); Chesebrough-Pond's (Greece, West Germany); Buitoni (Italy); and Procter & Gamble (U.K.).#

DDB NEEDHAM WORLDWIDE

Clients:	The Americas: USA	Argentina*	Brazil	Canada	Chile	Peru*	Uruguay	Mexico	Venezuela*	Europe: Austria	Belgium	Denmark	France	Germany/Italy	Netherlands	Norway	Spain	Sweden	Switzerland	UK	Portugal	Greece	Finland*	Pacific: Australia	Japan	Hong Kong	New Zealand	Singapore	Thailand	Taiwan	Malaysia
American Airlines	✓								✓				✓	✓			✓		✓	✓					✓						
Anheuser-Busch	✓			✓													✓														
Audi	✓			✓							✓		✓		✓		✓				✓						✓				
Bayer											✓			✓	✓		✓					✓		✓							
Boots																								✓		✓		✓		✓	
Bristol-Myers	✓													✓	✓		✓		✓	✓					✓						
Chanel	✓																							✓	✓						
China Airlines	✓																								✓	✓		✓	✓		✓
Citicorp															✓										✓			✓			
Cote d'Or											✓		✓		✓						✓										
Delsey Luggage											✓		✓	✓	✓	✓			✓	✓											
Duracell																								✓	✓						✓
Harlequin				✓													✓								✓						
Hasbro											✓		✓				✓														
Heinz	✓													✓										✓	✓						
Henkel													✓																✓		
S.C. Johnson										✓	✓		✓	✓	✓	✓		✓		✓	✓	✓		✓	✓	✓					
Johnson & Johnson	✓													✓									✓								
Kenner Parker																								✓	✓	✓	✓			✓	
Knorr											✓					✓		✓		✓		✓									
Lyons Group																					✓	✓	✓								
McDonald's	✓													✓										✓		✓		✓	✓		
Michelin	✓				✓																			✓							
Mitsubishi																	✓							✓	✓	✓		✓			
Mobil	✓	✓				✓		✓	✓		✓			✓	✓	✓	✓		✓		✓		✓	✓			✓	✓			
National Federation of Coffee Growers of Colombia	✓			✓														✓													
NEC	✓																			✓				✓							
Nivea														✓													✓				
Otard Cognac																										✓			✓		✓
PepsiCo	✓																							✓	✓						
Porsche				✓							✓			✓		✓															
Sara Lee																								✓		✓		✓			
Seagram	✓										✓		✓	✓		✓			✓		✓					✓					
Spanish Tourist Office										✓			✓					✓													
Thai Airways																	✓					✓			✓						
Volkswagen	✓			✓					✓		✓		✓	✓	✓	✓		✓		✓	✓					✓					

Source: DDB Needham Worldwide *Non-equity affiliation

DDB Needham Worldwide, New York, had non-U.S. gross income of $140.5 million in 1987, up 12.8% from 1986. Non-U.S. billings were $965.6 million, up 16.2%.

Worldwide gross income was $358.5 million in 1987. Worldwide billings were $2.6 billion.

The agency operates in 40 offices in 22 countries outside the U.S. It owns majority or maximum-allowable stock in 32 agencies, minority interest in 11 and has non-equity affiliations with four.

Major accounts gained included Johnson Wax (Spain, U.K., West Germany); Mobil (Greece, Italy, the Netherlands, Spain, U.K.); Bayer (Greece, Spain, West Germany); and American Airlines (Spain, Switzerland, U.K.).

Accounts lost last year included Singer (Australia); Citizen watches (Australia); Alitalia (Australia); Twinnings (Australia); Otto (West Germany); Grundig Rosierer (West Germany); Texaco (Greece); Idet (the Netherlands); Mercamadrid (Spain); Saab (Sweden); Myers's rum (Switzerland); Seagram (U.K.); Reckitt & Colman (U.K.); and Bass (U.K.).#

DENTSU refused to give information.

FOOTE, CONE & BELDING

Clients:	The Americas: USA	Argentina	Brazil	Canada	Costa Rica	Ecuador	Guatemala	Mexico	Puerto Rico	Venezuela	Europe: Austria	Belgium	Denmark	France	Germany	Italy	Netherlands	Norway	Spain	Sweden	Turkey	UK	Greece	Portugal	Africa	Pacific: Australia	Japan	Hong Kong	New Zealand	Philippines	Thailand	Malaysia	S. Korea*	Taiwan*
American Cyanamid**	✓			✓											✓			✓			✓				✓				✓					
AT&T	✓																	✓			✓													
Beiersdorf		✓		✓		✓								✓	✓		✓		✓			✓												
Bermuda Tourism	✓			✓																	✓													
Braun									✓						✓	✓																		
Cadbury-Schweppes										✓	✓			✓	✓			✓	✓	✓		✓		✓	✓									
California Raisin	✓			✓								✓			✓			✓		✓		✓				✓			✓				✓	✓
Campbell Soup	✓													✓														✓						
Citicorp	✓					✓												✓				✓		✓					✓				✓	
Colgate-Palmolive	✓		✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓		
Data General	✓							✓		✓	✓	✓		✓	✓	✓		✓	✓		✓					✓	✓		✓					
Garuda Airlines																										✓	✓	✓						
General Biscuit											✓	✓			✓																			
Gillette									✓			✓	✓	✓	✓	✓	✓	✓			✓		✓											
Grand Met (Pearle)	✓			✓					✓																									
Hiram Walker				✓						✓		✓			✓	✓	✓		✓			✓		✓	✓				✓					
Kimberly-Clark	✓		✓	✓	✓							✓		✓			✓					✓				✓								
Kraft	✓														✓							✓												
Levi Strauss	✓			✓			✓																											
Mitsubishi	✓				✓		✓																											
Mitsubishi	✓			✓						✓		✓				✓																		
National Westminster Bank	✓																✓		✓			✓					✓							
NEC Corp.	✓												✓							✓														
Nestle	✓			✓		✓				✓				✓								✓	✓											
RJR/Nabisco	✓				✓		✓	✓											✓															
S.C. Johnson	✓			✓	✓							✓	✓	✓	✓	✓		✓	✓	✓				✓										
Sunkist Growers	✓			✓								✓																						
Texaco	✓			✓																✓														
Wilkinson Sword																						✓	✓			✓								
Wrigley				✓											✓	✓																		
Zenith	✓			✓								✓		✓	✓	✓	✓					✓					✓							

Source: Foote, Cone & Belding *Non-equity affiliation **Includes Shulton

Foote, Cone & Belding, Chicago, had non-U.S. gross income of $100.4 million in 1987, up 25% from 1986. Non-U.S. billings were $669.9 million, also up 25%.

Worldwide gross income was $344.6 million. Worldwide billings reached $2.3 billion.

FCB's worldwide network consists of 101 of-

(Continued on Page 52)

1988 WORLD BRANDS

(Continued from Page 50)

fices in 37 countries, including the U.S. offices.

In May 1988, FCB joined forces with French agency giant Publicis, forming a joint venture to boost FCB's European operations.

FCB owns a majority or maximum-allowable interest in 83 agencies, has a minority interest in 19 and has non-equity affiliations with nine.

International accounts gained in 1987 included Zenith (Italy, U.K.); Gillette (Norway, Spain); Diners Club (U.K., Norway); Mercedes-Benz (France); Pernod (France); Campbell Soup (Hong Kong); Panasonic (Italy); Philip Morris (Sweden); Firestone (Brazil); and Nestle (Venezuela).

The agency lost Grundig (Italy); Telefunken (Spain); Richardson-Vicks (Sweden); Heinz, Cadbury and Pizza Hut (U.K.); and Milton Bradley and ComputerLand (both in Australia).#

GGK

Clients:	The Americas: USA	Argentina*	Brazil	Canada*	Chile*	Peru*	Uruguay*	Europe: Austria*	Belgium*	Denmark*	France	Germany	Italy	Netherlands	Norway*	Spain	Sweden*	Switzerland	UK	Greece*	Ireland*	Portugal*	Turkey*	Israel*	Pacific: Australia*	Japan*	Hong Kong*	New Zealand*	Singapore*	Thailand*
Austrian Tourist Board											✓		✓			✓		✓													
Beiersdorf			✓		✓											✓															
Chiquita Banana								✓	✓	✓		✓		✓	✓		✓	✓													
Henkel								✓	✓		✓	✓	✓	✓		✓															
IBM								✓		✓	✓	✓	✓			✓		✓	✓	✓	✓	✓	✓	✓							
IWC								✓			✓	✓		✓		✓															
Jaegermeister								✓				✓	✓			✓															
Murjani/Coca-Cola Clothing	✓							✓	✓		✓	✓		✓	✓	✓			✓	✓											
Porsche Design	✓			✓				✓	✓		✓	✓	✓						✓	✓					✓	✓	✓		✓		
Swissair			✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓			✓	✓	✓	✓	✓	✓	
Volkswagen								✓				✓								✓											

*Source: GGK *Non-equity affiliation*

GGK, Basel, Switzerland, had non-U.S. gross income of $48.9 million in 1987, a 21% increase from 1986. Non-U.S. billings increased by 21% to $327 million.

Worldwide gross income was $59.3 million in 1987. Worldwide billings totaled $415 million.

GGK has 15 wholly owned agencies in nine countries outside the U.S. In another six countries, local agencies operate as GGK licensees, using the GGK name only when servicing IBM, Henkel and other major GGK international clients.

In 1987, GGK won Volkswagen (Switzerland); Henkel (Belgium, France, West Germany, the Netherlands and Spain); IBM (France, Spain); Murjani Coca-Cola clothes (Austria, Belgium, France, West Germany, the Netherlands, Norway, Spain, Switzerland, U.K.).

GGK lost Lois jeans (U.K., West Germany).#

GREY ADVERTISING

Clients:	The Americas: USA	Argentina	Brazil	Canada	Chile	Peru	Uruguay	Venezuela	Mexico	Puerto Rico	Europe: Austria	Belgium	Denmark	France	Germany	Italy	Netherlands	Norway	Spain	Sweden	Switzerland	UK	Finland	Africa	Pacific: Australia	Japan	Hong Kong	New Zealand	Singapore	Thailand	Malaysia	Philippines	Taiwan
BankAmerica	✓				✓		✓							✓		✓			✓	✓	✓	✓					✓			✓			✓
BAT								✓						✓	✓	✓			✓			✓		✓									
Bayer				✓							✓	✓		✓	✓		✓	✓	✓			✓											
Beecham	✓			✓	✓			✓	✓	✓		✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Block Drug Co.	✓			✓					✓		✓	✓	✓	✓	✓	✓	✓		✓	✓		✓			✓	✓	✓	✓	✓		✓		
Boehringer Ingelheim	✓			✓			✓								✓														✓			
Bristol Myers	✓										✓				✓										✓		✓				✓		
Canon	✓			✓										✓				✓				✓			✓	✓			✓				
Clairol	✓										✓	✓													✓								
Corning	✓											✓		✓																			
Electrolux													✓								✓								✓				
General Foods	✓			✓	✓	✓								✓								✓			✓		✓		✓			✓	✓
Hallmark														✓				✓							✓								
Helis															✓	✓	✓																
Henkell (wine)				✓							✓			✓																			
Hertz											✓			✓																			
IBM	✓											✓													✓								
Johnson & Johnson	✓						✓																		✓		✓						
Kenner Products	✓											✓	✓	✓	✓		✓			✓													
Mars											✓	✓		✓	✓	✓	✓	✓				✓			✓								
Melitta											✓	✓	✓	✓	✓		✓			✓	✓	✓											
Mitsubishi	✓																								✓						✓		
Nike		✓									✓	✓		✓	✓					✓		✓											
Northwest Airlines												✓		✓		✓	✓			✓													
Philips												✓													✓				✓				
Pioneer											✓		✓	✓	✓		✓	✓		✓	✓												
Playtex	✓			✓				✓				✓		✓			✓			✓	✓				✓	✓							
Procter & Gamble	✓			✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓					✓							
Reckitt & Colman		✓																							✓	✓			✓				
Remington	✓			✓									✓						✓	✓						✓	✓	✓					
Rothmans																				✓					✓	✓	✓			✓	✓		
Samsonite											✓		✓	✓		✓				✓													
Seril Merlewing											✓			✓	✓			✓															
3M	✓	✓												✓	✓			✓				✓											
U.S. Mint	✓			✓							✓	✓		✓	✓				✓	✓						✓	✓		✓				✓
Uniroyal Goodrich	✓			✓																✓					✓								
Warner Bros.	✓			✓				✓						✓		✓	✓			✓						✓						✓	
Warner & Mertz											✓			✓	✓		✓			✓													
Wrigley												✓														✓	✓		✓		✓	✓	✓

Source: Grey Advertising

Grey Advertising, New York, had non-U.S. gross income of $151 million in 1987, up 43% from 1986. Non-U.S. billings were $1 billion, also an increase of 43%.

Worldwide gross income was $369.2 million in 1987. Worldwide billings were $2.5 billion.

Grey's non-U.S. network consists of 150 offices in 31 countries.

Accounts won in 1987 included Heublein (Austria, Belgium); Richardson-Vicks (Belgium, Colombia, France, West Germany, Italy, Mexico, Spain, Switzerland, U.K.); Samsonite (Belgium, France, West Germany, the Netherlands, U.K.); U.S. Mint (Belgium, the Netherlands, Singapore, Switzerland); Mars (Canada, Italy, the Netherlands); Hallmark (France, Japan, Australia, Spain); Dunkin' Donuts (Malaysia, Taiwan); 3M (Argentina); and Avis, Mister Donut, Sheraton Hotels, Squibb and Upjohn (Canada).

Accounts lost in 1987 included Chesebrough-Pond's (Switzerland); Ciba-Geigy (Chile, Thailand); GE (Singapore); Honda; Columbia Pictures (Canada); Olivetti (New Zealand) Sanyo (Philippines); Shell (South Africa); 3M (Venezuela); Toshiba (Australia); Uniroyal Goodrich (Argentina, Japan); and Wrangler (Peru).#

HAKUHODO

Clients:	The Americas: USA	Brazil*	Europe: France	Germany	Netherlands	UK*	Pacific: Australia*	Japan	Hong Kong*	New Zealand	Singapore	Thailand	Malaysia
Ajinomoto	✓	✓						✓				✓	✓
Bridgestone	✓				✓			✓			✓	✓	
Canon				✓				✓	✓		✓		✓

HAKUHODO

Clients:	The Americas: USA	Brazil*	Europe: France	Germany	Netherlands	UK*	Pacific: Australia*	Japan	Hong Kong*	New Zealand	Singapore	Thailand	Malaysia
Citizen	✓	✓		✓		✓		✓	✓				✓
Honda				✓				✓	✓				
JAL						✓		✓			✓		✓
Jusco								✓	✓			✓	✓
KAO								✓			✓	✓	✓
Konica	✓			✓				✓			✓		
National/Panasonic								✓			✓	✓	
NEC	✓		✓	✓		✓		✓	✓				
Nissin								✓			✓		✓
Sharp				✓				✓			✓		
Toshiba	✓			✓				✓	✓				✓
Toyota		✓			✓			✓					

*Source: Hakuhodo *Non-equity affiliation*

Hakuhodo, Tokyo, had non-U.S. gross income of $379.9 million and non-U.S. billings of $2.8 billion in 1987.

Worldwide, gross income hit $383.4 million in '87, up 24% from the previous year, and billings totaled $2.9 billión, up 27%.

Hakuhodo owns 100% of offices in the U.S., the Netherlands, West Germany, Singapore and Hong Kong. It has joint ventures in Malaysia and Thailand and non-equity affiliations in South Korea and Taiwan.

Early last year, Hakuhodo formed a joint venture with then SSC&B:Lintas Worldwide, with offices in Japan and the U.S.

Separately, Hakuhodo has a non-equity affiliation with Lintas, using that agency in the U.K. and Australia.

Account gains included Canon (Malaysia) and Sharp (Singapore). Losses included Honda and Matsushita.#

HDM

Clients:	The Americas: USA	Europe: Austria	Belgium	Denmark*	France	Germany	Italy	Netherlands	Norway	Spain	Sweden	Switzerland	UK	Portugal	Turkey*	Pacific: Australia	Japan	Hong Kong	New Zealand	Singapore	Thailand	China	Malaysia	Philippines
Bisquit			✓		✓	✓																		
BSN Gervais Danone	✓		✓		✓	✓		✓		✓	✓		✓											
Chanel					✓	✓	✓	✓		✓														
Colgate-Palmolive	✓																			✓	✓	✓	✓	✓
Corn Products					✓			✓						✓			✓		✓		✓			
Credit Suisse	✓		✓			✓	✓	✓		✓		✓	✓											
Demart			✓		✓				✓		✓													
Dow Chemical	✓		✓		✓	✓	✓	✓		✓	✓	✓	✓											
DuPont			✓		✓	✓						✓	✓			✓								
Esso					✓															✓	✓			
Henkel			✓		✓	✓	✓			✓					✓									
Hewlett Packard	✓		✓			✓				✓	✓													
Israeli Tourism			✓		✓	✓	✓	✓		✓	✓	✓		✓										
IWS		✓			✓						✓													
Jacobs Suchard					✓					✓		✓												
Kentucky Fried Chicken	✓																			✓	✓			
Kleber Tires					✓	✓	✓																	
NEC						✓				✓								✓	✓					
Nissin	✓																	✓	✓					
Omega			✓		✓	✓	✓			✓		✓	✓	✓										
L'Oreal			✓		✓		✓	✓										✓						
Pernod Ricard	✓		✓				✓		✓	✓	✓	✓												
Peugeot	✓		✓	✓	✓	✓	✓	✓		✓	✓	✓	✓											
Rhone Poulenc					✓		✓			✓		✓												
3M			✓		✓					✓		✓	✓	✓										
Toshiba						✓							✓					✓						

*Source: HDM *Non-equity affiliation*

HDM had non-U.S. gross income of $176.6 million in 1987, a 56% increase over 1986. Non-U.S. billings rose 51% to $1.2 billion.

Worldwide gross income was $204 million. Worldwide billings grew to $1.4 billion.

HDM resulted from the union of DYR, owned equally by Young & Rubicam, New York, and Tokyo-based Dentsu, and HCM (Havas Conseil Marsteller), owned 51% by Paris-based Eurocom and 49% by Y&R.

HDM has 46 non-U.S. offices in 23 countries.

Accounts gained in 1987 included Philips (Japan); Bayer (Spain); F.W. Woolworth (U.K.); Sphinx (Netherlands); Toyota (Singapore); Toshiba (Philippines, West Germany, U.K.); Casio (Kuala Lumpur); Mr. Donut (Thailand); Yamaha (Belgium); and Kentucky Fried Chicken (Hong Kong).

Accounts lost included Mazda (Singapore); Minolta (Belgium); Johnson & Johnson (Austria); and Air France International (France).#

KETCHUM COMMUNICATIONS

Clients:	The Americas: USA	Europe: Austria	Belgium	Denmark	France	Germany	Italy	Netherlands	Norway	Spain	Sweden	Switzerland	UK	Pacific: Australia	Japan	Hong Kong
British Telecom & Dupont (joint venture)	✓				✓	✓							✓			
PPG Industries	✓				✓										✓	✓

Source: Ketchum Communications

Ketchum Advertising, Pittsburgh, had non-U.S. gross income of $3 million in 1987, down 50% from 1986. Non-U.S. billings were $50 million, up 25%.

Worldwide gross income was $88.1 million in 1987. Worldwide billings were $660 million.

The agency has five non-U.S. offices.

Key foreign accounts gained included British Telecom (France, West Germany); Du Pont (France, West Germany); Melitta (Hong Kong); Blue Nun (Japan); Gordon's gin (Japan); and Avon (Singapore).

Accounts lost included Star (France) and Alfred Dunhill (Hong Kong, Japan).#

LINTAS:WORLDWIDE

Clients:	The Americas: USA	Argentina	Brazil	Canada	Chile	Mexico	Europe: Austria	Belgium	Denmark	Finland	France	Germany	Greece	Italy	Netherlands	Norway	Portugal	Spain	Sweden	Switzerland	Turkey	UK	Africa	Pacific: Australia	Japan	Hong Kong	India	Indonesia	Malaysia	New Zealand	Pakistan	Philippines	Singapore	Thailand
Allitalia																					✓			✓		✓							✓	✓
Arthur de Moes	✓		✓			✓															✓													
BAT						✓			✓									✓						✓					✓		✓			
Bata					✓																			✓		✓	✓		✓					✓
Behlsen							✓				✓	✓																						
Bausch & Lomb			✓											✓				✓																
Bayer		✓	✓				✓	✓				✓		✓				✓			✓										✓			
Bridgestone	✓												✓									✓												
British Meat								✓			✓			✓	✓			✓																
C.C. Friesland																						✓							✓			✓	✓
Chelsea			✓		✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓													
Citicorp											✓							✓								✓			✓			✓	✓
Citizen	✓																	✓				✓				✓	✓						

1988 WORLD BRANDS

LINTAS:WORLDWIDE

Clients:	The Americas: USA	Argentina	Brazil	Canada	Chile	Mexico	Europe: Austria	Belgium	Denmark	Finland	France	Germany	Greece	Italy	Netherlands	Norway	Portugal	Spain	Sweden	Switzerland	Turkey	UK	Africa	Pacific: Australia	Japan	Hong Kong	India	Indonesia	Malaysia	New Zealand	Pakistan	Philippines	Singapore	Thailand
Computer Management Group												✓			✓							✓													
Coca-Cola	✓			✓								✓				✓				✓			✓	✓						✓	✓			✓
Corning											✓	✓		✓								✓				✓									
Curver								✓				✓			✓																				
Ford Motorcraft							✓	✓	✓		✓	✓		✓	✓	✓	✓			✓		✓													
Heineken								✓									✓					✓					✓								
Honda	✓											✓										✓	✓												
ICI																										✓		✓	✓	✓		✓	✓	
Japan Air Lines									✓		✓	✓		✓	✓		✓			✓	✓	✓												
Johnson & Johnson	✓		✓								✓	✓				✓	✓		✓	✓	✓	✓	✓	✓		✓		✓						✓
KLM																						✓	✓							✓				
Lego	✓								✓															✓										
MasterCard	✓					✓		✓												✓		✓												
Michelin				✓													✓					✓												
Minolta							✓	✓	✓	✓	✓	✓		✓	✓	✓		✓	✓	✓		✓												
Mobil												✓					✓					✓												
Moelnlycke								✓	✓	✓					✓	✓			✓																
NEC				✓		✓			✓								✓					✓		✓		✓				✓				
Nestle	✓			✓	✓	✓		✓			✓	✓								✓	✓	✓												
Novo Enzymes	✓		✓						✓			✓		✓			✓			✓	✓	✓		✓	✓									
Noxell	✓			✓						✓					✓							✓		✓								✓		
Philippine Airlines																								✓								✓	✓	
Philips		✓	✓			✓	✓	✓	✓	✓	✓				✓	✓		✓	✓			✓	✓			✓				✓	✓		✓	
Quaker															✓											✓		✓	✓				✓	
RCA Columbia	✓							✓			✓	✓		✓	✓		✓					✓	✓	✓						✓				
Reckitt & Colman			✓	✓																		✓				✓	✓							
Remy Martin								✓	✓					✓								✓		✓								✓		
RJR Nabisco	✓																									✓	✓			✓				✓
Royal Caribbean Cruises													✓							✓				✓										
Rowntree Mackintosh							✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓				✓	✓								✓	✓
SEB Tafal							✓	✓	✓		✓		✓	✓																				
Scan Tobacco								✓		✓		✓					✓																	
Siemens																	✓									✓				✓				
Sony								✓																		✓	✓							
Sterling Drug	✓	✓	✓		✓	✓		✓	✓	✓	✓				✓		✓	✓	✓			✓	✓	✓	✓		✓	✓	✓		✓	✓	✓	
Toshiba																✓						✓												✓
Toyota								✓						✓								✓												
UDG												✓			✓							✓	✓	✓										
Unilever	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Wander												✓								✓		✓				✓		✓	✓			✓	✓	✓	✓

Source: Lintas: Worldwide

Lintas:Worldwide, formed in October when parent company Interpublic Group of Cos., New York, merged SSC&B:Lintas with Campbell-Ewald Co., had non-U.S. gross income of $251.8 million in 1987, up 50% from 1986. Non-U.S. billings were $1.7 billion, up 33%.

Worldwide gross income was $417.9 million in 1987. Worldwide billings were $28 billion.

Lintas has 85 offices in 47 countries and owns majority or maximum-allowable stock in 55 shops, minority interest in nine and has non-equity affiliations with 26.

Foreign accounts added in 1987 included Minolta copiers (Austria, Belgium, Denmark, West Germany, Italy, U.K.); Nestle (France, Switzerland); Quaker (Italy); Royal Caribbean Cruise Lines (Norway, Switzerland); and Sterling Drug (Australia, France, Hong Kong, Taiwan, Thailand).

Accounts lost included Alfa Romeo (Austria, Belgium, France, West Germany, the Netherlands, Switzerland); Coca-Cola Classic (Canada); Fanta (Mexico); and Unilever (Spain, U.K.).#

LOWE INTERNATIONAL

Clients:	The Americas: USA	Argentina	Brazil	Canada	Europe: Austria	Belgium	Denmark	France	Germany	Italy	Netherlands	Norway	Spain	Sweden	Switzerland	UK	Pacific: Australia
AC Delco					✓	✓					✓					✓	
Coca-Cola	✓					✓			✓		✓						
General Motors				✓	✓	✓		✓	✓	✓						✓	
Henkel				✓	✓	✓			✓		✓						
IDV/Gilheys/Heublein				✓						✓	✓						✓
Parker Pens	✓					✓		✓	✓	✓	✓					✓	
Stella Artois				✓						✓						✓	

Source: Lowe International

Lowe International, London, owned by the Lowe Howard-Spink & Bell holding company, reported non-U.S. gross income of $66.08 million in 1987, a 23.8% increase over 1986. Non-U.S. billings increased by 25.6% to $459.3 million in 1987.

Worldwide gross income for the Lowe Group—which consists of Lowe International; U.K. agency Allen Brady & Marsh; U.K. marketing services group Lowe Bell Communications; and U.S. agency Laurence, Charles, Free & Lawson—was $137.3 million in 1987. Worldwide billings were $968.3 million.

Allen Brady & Marsh reported 1987 gross income of $17.4 million on billings of $115.8 million; Lowe Bell made gross income of $13.2 million on billings of $88.3 million.

Lowe International has 15 offices in eight European countries and Canada. Agencies in five countries are 100% owned; Lowe has majority ownership in two countries and minority ownership in two others.

In 1987, Lowe International won Rothmans and All Nippon Airways (Australia); Bonbel cheeses (Belgium); Bridgestone tires, Chanel cosmetics and Stella Artois beer (Canada); United Biscuits (France); Hoechst and Ferrero's Nutella chocolate spread (West Germany); Quaker cat food and Parker Pen (Italy); Burger King and Henkel's Poly Lady haircare (the Netherlands); and Imperial Tobacco cigars and KP Foods, (U.K).

Accounts lost included Stimoral gum (Australia); Uniroyal tires (Belgium); Zanussi/-Electrolux appliances and Poulain chocolates (France); and Monheim chocolates and Vereinigte Papierwerke's Moltex disposable diapers (West Germany).#

McCANN-ERICKSON WORLDWIDE

Clients:	The Americas: USA	Argentina	Brazil	Canada	Chile	Venezuela	Ecuador	Colombia	Costa Rica	Mexico	Europe: Austria	Belgium	Denmark	France	Germany	Italy	Netherlands	Norway	Spain	Sweden	Switzerland	UK	Portugal	Greece	Africa*: Kenya	Pacific: Australia	Japan	Hong Kong	New Zealand	Singapore	Thailand	China	Philippines
American Express	✓			✓			✓	✓	✓			✓		✓	✓	✓	✓		✓	✓	✓	✓					✓							
AHP	✓		✓			✓	✓	✓	✓						✓																	✓	✓
Bayer/Miles	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓			✓	✓	✓		✓			✓	✓				✓		✓			✓		✓
Beatrice Hunt Wesson			✓		✓			✓		✓																								
Black & Decker	✓		✓		✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓		✓	✓	✓		✓	✓		
Bulloni		✓										✓		✓		✓			✓	✓	✓													
Casio			✓		✓	✓	✓	✓	✓												✓	✓	✓				✓	✓				✓	✓	
Century 21	✓			✓										✓																				
Cheesbrough-Ponds	✓	✓		✓			✓		✓				✓			✓		✓	✓				✓			✓		✓				✓		
Ciba-Geigy																			✓	✓	✓													
Coca-Cola	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Columbia	✓			✓							✓	✓				✓						✓				✓	✓		✓					
CPC									✓			✓			✓	✓																		
Del Monte	✓		✓	✓		✓				✓	✓	✓	✓	✓		✓	✓	✓	✓	✓					✓		✓	✓		✓		✓	✓	✓

McCANN-ERICKSON WORLDWIDE

Clients:	The Americas: USA	Argentina	Brazil	Canada	Chile	Ecuador	Mexico	Venezuela	Europe: Austria	Belgium	Denmark	Finland	France	Germany	Italy	Netherlands	Norway	Spain	Sweden	Switzerland	UK	Ireland	Greece	Africa: Zimbabwe*	Pacific: Australia	Japan*	Hong Kong	India	New Zealand	Singapore	Taiwan*	Thailand*	Malaysia*	Fiji*	Papua New Guinea*
Beecham Beverages																									✓						✓			
Bond Brewing															✓										✓			✓						
Gerdenia Foods																											✓	✓	✓		✓			
Goodman Fielder Wattie																									✓		✓	✓	✓					
Kraft Foods															✓										✓							✓	✓	
Pacific Dunlop	✓																								✓								✓	
Qantas Airways	✓														✓										✓	✓	✓	✓	✓	✓	✓		✓	✓
Reckitt & Colman															✓										✓			✓	✓				✓	✓
Rosemount Wines	✓														✓										✓									
Tourism Australia	✓														✓										✓		✓		✓					
Yeo Hiap Seng																													✓	✓		✓		

*Source: Mojo MDA *Non-equity affiliation*

Mojo MDA Group, Cremorne, Australia, had worldwide gross income of $52.5 million and billings of $348 million for 1987.

Non-U.S. gross income hit $26.4 million, up 18%. Non-U.S. billings reached $165.9 million, up 9%.

These numbers reflect the publicly owned group's two agencies: Mojo MDA (Australia)/-Mojo (International) and Mattingly (Australasia). Mojo MDA operates 39 offices in 17 cities.

Mojo MDA owns 11 offices—four in Australia plus Auckland, Hong Kong, Singapore, New York, San Francisco, Houston and London.

It has non-equity affiliates in six Asia/Pacific countries.

Mattingly has three offices: two in Australia and one in Auckland. It has a non-equity affiliation agreement with Bozell, Jacobs, Kenyon & Eckhardt.

Accounts won include Qantas (New Zealand, Taiwan, Fiji, Papua New Guinea); Tourism Australia (U.K.); Bond Brewing (U.S., U.K.); Kraft (U.K., Papua New Guinea); and Pacific Dunlop (U.S.).

The agency claims it had no account losses during 1987.#

McCANN-ERICKSON WORLDWIDE

Clients:	The Americas: USA	Argentina	Brazil	Canada	Chile	Ecuador	Mexico	Venezuela	Europe: Austria	Belgium	Denmark	Finland	France	Germany	Italy	Netherlands	Norway	Spain	Sweden	Switzerland	UK	Ireland	Greece	Africa: Zimbabwe*	Pacific: Australia	Japan	Hong Kong	India	New Zealand	Singapore	Thailand	Taiwan	Malaysia
AGA		✓										✓			✓	✓		✓	✓	✓	✓												
Alfred Benzon										✓	✓	✓			✓	✓							✓										
American Express	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓
AT&T	✓			✓					✓						✓							✓												
BAT Industries	✓	✓	✓		✓			✓	✓							✓	✓			✓			✓		✓			✓		✓		✓		
Bayer						✓									✓						✓		✓		✓									✓
Beecham	✓		✓	✓		✓		✓	✓				✓			✓		✓		✓	✓	✓			✓	✓		✓	✓	✓	✓	✓		✓
BMW																												✓			✓		✓	
Boehringer-Ingelheim	✓	✓											✓			✓																		
Boeing							✓	✓			✓		✓		✓		✓		✓			✓				✓	✓	✓	✓				✓	✓
Bristol-Myers				✓									✓			✓							✓	✓							✓			
British Tourist Auth.	✓	✓		✓					✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓			✓	✓		✓		✓	✓			✓
Bulgari													✓		✓						✓													
Burroughs Wellcome	✓																								✓		✓	✓						
Cadbury Schweppes																						✓			✓		✓	✓		✓				
Chubb																						✓							✓	✓				
Ciba-Geigy	✓		✓	✓									✓												✓									
Compaq	✓			✓						✓	✓	✓	✓	✓	✓		✓	✓		✓							✓							
CPC International	✓																✓						✓				✓				✓			
Cotton Council Intl.													✓		✓						✓					✓								
Dow Chemical			✓			✓							✓	✓													✓							
Dunlop															✓													✓		✓		✓		
Duracell	✓			✓					✓				✓														✓			✓	✓			
Ferrero							✓						✓																					
Ford	✓							✓	✓	✓	✓		✓		✓	✓	✓	✓	✓	✓	✓	✓												
General Foods	✓	✓	✓	✓		✓	✓	✓	✓		✓	✓	✓	✓	✓				✓		✓	✓					✓	✓	✓		✓	✓	✓	✓

OGILVY & MATHER

Clients:	The Americas: USA	Argentina	Brazil	Canada	Chile	Ecuador*	Mexico	Venezuela	Europe: Austria	Belgium	Denmark	Finland	France	Germany	Italy	Netherlands	Norway	Spain	Sweden	Switzerland	UK	Ireland	Greece	Africa: Kenya	Pacific: Australia	Japan	Hong Kong	India	Indonesia*	New Zealand	Singapore	Thailand	Taiwan	Malaysia
AGA		✓										✓			✓	✓		✓	✓	✓	✓													
Alfred Benzon										✓	✓	✓			✓	✓							✓											
American Express	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓
AT&T	✓			✓					✓						✓							✓												
BAT Industries	✓	✓	✓		✓			✓	✓							✓	✓			✓			✓		✓			✓		✓		✓		
Bayer						✓									✓						✓		✓		✓									✓
Beecham	✓		✓	✓		✓		✓	✓				✓			✓		✓		✓	✓	✓			✓	✓		✓	✓	✓	✓	✓		✓
BMW																												✓			✓		✓	
Boehringer-Ingelheim	✓	✓											✓			✓																		
Boeing						✓	✓				✓		✓		✓		✓		✓			✓				✓	✓	✓	✓				✓	✓
Bristol-Myers				✓									✓			✓							✓	✓							✓			
British Tourist Auth.	✓	✓		✓					✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓			✓	✓		✓		✓	✓			✓
Bulgari													✓		✓						✓													
Burroughs Wellcome	✓																								✓		✓	✓						
Cadbury Schweppes																						✓			✓		✓	✓		✓				
Chubb																						✓							✓	✓				
Ciba-Geigy	✓		✓	✓									✓												✓									
Compaq	✓			✓						✓	✓	✓	✓	✓	✓		✓	✓		✓							✓							
CPC International	✓																✓						✓				✓				✓			
Cotton Council Intl.													✓		✓						✓					✓								
Dow Chemical			✓			✓							✓	✓													✓							
Dunlop															✓													✓		✓		✓		
Duracell	✓			✓					✓				✓														✓			✓	✓			
Ferrero							✓						✓																					
Ford	✓							✓	✓	✓	✓		✓		✓	✓	✓	✓	✓	✓	✓	✓												
General Foods	✓	✓	✓	✓		✓	✓	✓	✓		✓	✓	✓	✓	✓				✓		✓	✓					✓	✓	✓		✓	✓	✓	✓

1988 WORLD BRANDS

OGILVY & MATHER

Clients:	The Americas: USA	Argentina*	Brazil	Canada	Chile	Ecuador*	Mexico	Venezuela	Europe: Austria	Belgium	Denmark	Finland	France	Germany	Italy	Netherlands	Norway	Spain	Sweden	Switzerland	UK	Ireland	Greece	Africa	Pacific: Australia	Japan	Hong Kong	India	Indonesia*	New Zealand	Singapore	Thailand	Taiwan	Malaysia
Guinness										✓			✓	✓	✓			✓			✓	✓			✓	✓	✓		✓	✓	✓		✓	✓
Hallmark	✓								✓						✓										✓									
Hong Kong Trade Dev.														✓											✓	✓	✓							
Hyatt Intl.	✓																										✓			✓				
ICI																						✓											✓	
Johnson & Johnson				✓		✓			✓																✓				✓	✓	✓		✓	✓
Kimberly-Clark	✓			✓			✓			✓			✓	✓		✓		✓			✓					✓				✓	✓	✓	✓
Korean Air	✓								✓					✓			✓				✓					✓			✓		✓	✓	✓	✓
Loctite				✓					✓					✓																				
Mattel	✓		✓	✓		✓	✓	✓	✓			✓	✓	✓	✓	✓		✓			✓	✓	✓	✓	✓		✓	✓			✓	✓	✓	✓
Merck, Sharp & Dohme	✓		✓						✓					✓				✓																
Metal Box																				✓				✓								✓		
Nestle	✓				✓															✓		✓		✓	✓						✓			✓
North American Watch	✓													✓	✓					✓														
Northern Feather											✓		✓				✓			✓					✓									
Nutrasweet	✓			✓			✓	✓		✓	✓	✓	✓		✓	✓		✓		✓	✓				✓					✓				
Olivetti								✓	✓	✓	✓	✓	✓	✓		✓	✓		✓	✓														
Parker Pen											✓			✓							✓	✓			✓	✓		✓		✓	✓		✓
PepsiCo					✓									✓		✓				✓					✓			✓		✓	✓	✓	✓
Philips		✓	✓			✓	✓		✓	✓	✓		✓	✓	✓	✓	✓			✓					✓			✓	✓	✓	✓	✓	✓	✓
Polaroid		✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓			✓		✓		✓	✓	✓	✓	✓	✓
Price Waterhouse				✓																✓	✓				✓									
Rank Xerox									✓	✓	✓		✓	✓	✓	✓	✓			✓					✓				✓					
Rolex																											✓		✓	✓	✓		✓
Rowntree Mackintosh				✓										✓							✓				✓									
S.C. Johnson						✓																							✓	✓				
Schering Intl.	✓						✓	✓																								✓		
Scott Paper																			✓														✓	✓
Seagram	✓		✓	✓		✓	✓	✓	✓	✓			✓	✓	✓				✓		✓	✓	✓		✓	✓			✓					
Sears Roebuck	✓			✓																														
Shell	✓	✓	✓	✓	✓		✓	✓	✓	✓		✓		✓		✓	✓	✓		✓	✓		✓	✓	✓					✓	✓	✓		✓
Squibb	✓																						✓									✓		
Time Inc.	✓												✓	✓											✓									
3M	✓								✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓								✓					
Unilever	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
United Technologies	✓		✓																											✓	✓		✓
Wagner Spray	✓								✓					✓										✓	✓				✓					
Warner-Lambert																													✓			✓	✓	✓
Washington State Apple Comm.												✓				✓				✓							✓			✓				✓
Westpac Banking Corp.																									✓	✓	✓							
World Wildlife Fund	✓	✓		✓					✓	✓	✓	✓	✓	✓	✓					✓					✓		✓			✓				✓
ZF Corp.	✓												✓	✓	✓		✓	✓	✓															

*Source: Ogilvy & Mather *Non-equity affiliation*

Ogilvy & Mather Worldwide, part of the Ogilvy Group, New York, had non-U.S. gross income of $267 million in 1987, up about 27% from 1986. Non-U.S. billings hit $1.9 billion, up 5%.

Worldwide gross income was $528.6 million in 1987. Worldwide billings totaled $3.7 billion.

In 1987, 19 new offices were established, bringing the total number of offices outside the U.S. to 217 in 47 countries. O&M owns majority or maximum-allowable stock in 185 offices, a minority stake in 49 agencies and has non-equity affiliations with 12 agencies.

Key accounts gained included American Express (Colombia, Ecuador, South Africa, Uruguay); Beecham (Austria, the Netherlands, Portugal); Boeing (Ecuador, Mexico, Spain); British Tourist Authority (Ireland, Switzerland); Chesebrough-Pond's (Argentina, Canada, Chile, China, Colombia, Greece, Hong Kong, Malaysia, the Netherlands, New Zealand, Portugal, South Africa, Spain, Switzerland); Ford (Austria, Belgium, France, Ireland, Italy, the Netherlands, Norway, Spain, Switzerland, Venezuela); General Foods (Ecuador, Philippines, U.K.); Olivetti (Austria, Denmark, France, West Germany, Italy, Spain, Switzerland, Venezuela); PepsiCo (Pakistan, Taiwan); Polaroid (Ecuador, Paraguay, South Korea); Rolex (Hong Kong, Indonesia); Seagram (Mexico, Uruguay); Shell (Pakistan, Portugal, Paraguay); and Xerox (Belgium).

Accounts lost included BAT (West Germany, Mexico); California Prune Board (West Germany, Norway, Spain, Sweden, U.K.); Mercedes-Benz (Austria, France) Northern Feather (West Germany, Sweden); Parker Pen (Brazil, South Africa); Richardson-Vicks (Austria, France, West Germany, Hong Kong, India, Malaysia, Singapore, Switzerland); and TWA (Belgium, Denmark, France, West Germany, Greece, Hong Kong, Italy, Spain, Switzerland, U.K.).#

PUBLICIS

Clients:	The Americas: USA	Argentina*	Brazil*	Canada	Chile	Peru	Uruguay	Colombia*	Venezuela*	Europe: Austria	Belgium	Denmark*	France	Germany	Italy	Netherlands	Norway*	Spain	Sweden	Switzerland	UK	Portugal	Finland*	Greece*	Ireland*	Pacific
Air France								✓	✓	✓	✓	✓	✓			✓		✓				✓				
Boursin										✓			✓	✓					✓	✓						
Dim	✓									✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓			
Faxe International											✓		✓	✓	✓			✓								
French Government Tourism	✓												✓	✓	✓						✓					
Lancome	✓									✓	✓	✓	✓	✓	✓	✓	✓	✓			✓	✓				
Nestle			✓					✓		✓	✓		✓	✓		✓				✓	✓			✓		
L'Oreal	✓									✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓		
Philips									✓				✓		✓	✓			✓	✓		✓				
Pirelli													✓							✓	✓					
Renault		✓						✓	✓	✓	✓		✓	✓		✓			✓	✓	✓	✓				
Vittel											✓			✓		✓										

*Source: Publicis *Non-equity affiliation*

Publicis, Paris, reported non-U.S. gross income of $161.3 million in 1987, a 20% increase over 1986. Non-U.S. billings increased by 20% to $1.07 billion in 1987.

Worldwide gross income was $164.3 million in 1987, and worldwide billings were $1.09 billion.

Publicis owns a majority stake in 24 agencies and has 14 affiliate agencies.

Network account gains in 1987 includes Air France international corporate image (worldwide); French Tourism Board (U.K., Italy); Lancome perfume (Europe); L'Oreal Plenitude cosmetics (U.S., Spain); Nestle's Maggi soups and Bonjour powdered drinks (Belgium).

In France, the agency lost Waterman writing instruments and Mobilier de France furniture.#

ROUX, SEGUELA, CAYZAC & GOUDARD

Clients:	The Americas	Europe: Austria	Belgium	Denmark	France	Germany	Italy	Netherlands	Norway	Spain	Sweden	Switzerland	UK	Africa	Middle East	Pacific
Bayer/Alka Seltzer					✓	✓	✓									
Cartier					✓	✓		✓					✓			
Citroen		✓	✓		✓	✓	✓	✓		✓	✓	✓	✓		✓	
Club Mediterranee		✓	✓		✓	✓	✓	✓			✓	✓	✓			
ICI			✓		✓	✓		✓					✓			
Jacobs Suchard		✓			✓	✓						✓				

ROUX, SEGUELA, CAYZAC & GOUDARD

Clients:	The Americas	Europe: Austria	Belgium	Denmark	France	Germany	Italy	Netherlands	Norway	Spain	Sweden	Switzerland	UK	Africa	Middle East	Pacific
Quick					✓		✓	✓					✓			
Pernod Ricard					✓		✓		✓				✓			
Tempo Senya					✓		✓	✓	✓							
Wilson Sporting Goods					✓		✓	✓					✓			

Source: Roux, Seguela, Cayzac & Goudard

Roux, Seguela, Cayzac & Goudard, Paris, reported non-U.S. gross income of $114.8 million in 1987, a 43% increase from 1986. Non-U.S. billings increased by 45% to $824.1 million in 1987.

Worldwide gross income was $115.7 million in 1987, while worldwide billings were $830.1 million.

RSCG owns 100% or majority stakes in 10 European countries, a network of 40 regional French agencies and agencies in Martinique and Guadaloupe.

In 1987, the network won *The Wall Street Journal*/Europe newspaper; Quick fast-food (Belgium, France, U.K.); Cartier (Germany, Netherlands); ICI fibers (U.K., West Germany); Fuji tapes and Nestle Crunch chocolate (Belgium); Lois jeans, Miles Inc. (France); Fisher-Price, Club Mediterranee, Citroen (Sweden); Nike sportswear (Switzerland); and Cadbury (U.K.).

RSCG lost Elizabeth Arden beauty products and Calor electrical appliances in France and Cote D'Or chocolate in the Netherlands.#

SAATCHI & SAATCHI

Clients:	The Americas: USA	Brazil*	Canada	Chile*	Peru*	Colombia*	Mexico*	Puerto Rico	Europe: Austria	Belgium	Denmark	France	Germany	Ireland	Italy	Netherlands	Norway*	Spain	Sweden*	Switzerland	UK	Portugal	Greece	Africa*	Middle East*	Pacific: Australia	Japan	Hong Kong	India*	New Zealand	Singapore	Thailand	Taiwan	Philippines
Allied Lyons									✓			✓	✓	✓		✓					✓		✓						✓					
American Brands																					✓		✓							✓				
American Cyanamid													✓			✓					✓	✓	✓											
Avis												✓			✓				✓		✓										✓			
Beecham		✓													✓								✓		✓									
British Airways		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓			✓	✓	✓		✓	✓	✓	✓	✓
BP																					✓	✓				✓	✓	✓						
BSN Gervais Danone							✓		✓			✓	✓		✓			✓			✓													
Campbell Soup	✓												✓						✓		✓													
Carlsberg												✓	✓		✓						✓													
Champion Sparkplugs	✓									✓			✓						✓				✓											
Citicorp										✓					✓					✓	✓													
CPC	✓					✓								✓	✓	✓										✓								
Helene Curtis	✓																												✓	✓				
DHL			✓			✓		✓				✓				✓			✓		✓		✓	✓	✓		✓			✓	✓			
DuPont	✓												✓									✓								✓				
Eastman Kodak	✓													✓																		✓		
Gallaher										✓			✓						✓		✓		✓											
Gillette										✓		✓	✓		✓	✓	✓	✓		✓	✓		✓				✓							
Guinness								✓						✓								✓			✓	✓		✓					✓	
IBM	✓									✓					✓				✓							✓								✓	
ICI												✓	✓	✓		✓			✓		✓						✓							
Johnson & Johnson	✓		✓			✓	✓	✓	✓			✓	✓		✓				✓		✓		✓				✓						✓	✓
Lego									✓			✓																						
Lesieur												✓							✓						✓									
Massey Ferguson											✓		✓						✓	✓														
Matsushita						✓				✓			✓						✓										✓		✓			
Mobil	✓											✓									✓													
Nestle			✓		✓								✓							✓				✓									✓
PepsiCo					✓		✓												✓	✓				✓						✓			
Pfizer																													✓			✓	✓	
Philips	✓									✓	✓		✓	✓		✓	✓				✓	✓											✓	✓
Pirelli																✓					✓													
Procter & Gamble	✓		✓		✓		✓	✓				✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓		✓	✓		✓	✓	✓	✓	✓
Racal			✓																		✓									✓				
Reckitt & Colman				✓																	✓		✓	✓	✓									
RJR Nabisco			✓				✓		✓		✓	✓	✓	✓	✓		✓		✓				✓					✓					✓	
Sandoz	✓									✓			✓			✓		✓	✓				✓		✓			✓						
Sara Lee	✓																		✓		✓		✓	✓										
Schering-Plough		✓						✓																									✓	
Schweppes														✓		✓					✓		✓	✓										
Stanley Tools												✓	✓			✓					✓													
Sterling															✓													✓					✓	
Tonka																✓					✓					✓				✓			
Wendy's	✓								✓																✓	✓								

*Source: Saatchi & Saatchi *Non-equity affiliation*

Saatchi & Saatchi Advertising Worldwide, London, posted non-U.S. gross income of $365.5 million in 1987, a 22% increase over 1986. Non-U.S. billings increased 10% to $2.4 billion in 1987.

Worldwide gross income was $693.6 million in 1987. Worldwide billings were $4.6 billion.

Saatchi has 120 offices, of which it owns 85. The rest are non-equity affiliates.

Winnings included: Volvo (Australia, Middle East); Gillette (South Korea, the Netherlands); and Procter & Gamble (Hong Kong, Canada, France). Account losses included Dunlop tires (Australia); Procter & Gamble (Greece); Nestle (Italy, France); and Rowntree Mackintosh (Canada, Italy, Ireland, Middle East).#

SCALI, McCABE, SLOVES

Clients:	The Americas: USA	Argentina	Brazil	Canada	Europe: UK	Pacific: Australia
Chase Manhattan	✓		✓	✓		
Hertz	✓			✓		✓
Volvo	✓			✓	✓	

Source: Scali, McCabe, Sloves

Scali, McCabe, Sloves, New York (part of Ogilvy Group), had non-U.S. gross income of $23.3 million in 1987, up 54% from 1986. Non-U.S. billings increased nearly 44% to $146.4 million.

The agency's worldwide gross income reached $93.1 million in 1987. Worldwide billings were $653.2 million.

Scali's non-U.S. network includes nine foreign offices in eight countries. It owns majority or maximum-allowable stock in 10 agencies and minority interest in one.

Accounts won included Carlsberg, BFF, Samurai Digibanco, Purina and Sabritas.

Losses included Apple, Lipton, Continental, Glasslite and Trevira.#

TBWA ADVERTISING

Clients:	The Americas: USA	Argentina	Brazil	Canada*	Europe: Austria*	Belgium	Denmark*	France	Germany	Italy	Netherlands	Norway*	Spain	Sweden*	Switzerland	UK	Greece*	Portugal*	Turkey*	Pacific: Australia	Japan*	Hong Kong*
A.E.G.									✓		✓		✓									
Absolut Vodka	✓								✓	✓	✓											

1988 WORLD BRANDS

TBWA ADVERTISING

Clients:	The Americas: USA	Argentina	Brazil	Canada*	Europe: Austria*	Belgium	Denmark*	France	Germany	Italy	Netherlands	Norway*	Spain	Sweden*	Switzerland	UK	Greece	Portugal*	Turkey*	Pacific: Australia	Japan*	Hong Kong*
Air Plus					✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓					
Barilla pasta						✓		✓	✓						✓	✓	✓					
Bistersdorf								✓	✓		✓		✓									
Bosch					✓				✓						✓							
BSN Gervais Danone	✓					✓		✓								✓						
Bull Computers					✓	✓	✓	✓	✓		✓	✓	✓	✓	✓			✓			✓	
Evian	✓			✓											✓	✓						
Fromageries Bel	✓								✓	✓						✓						
Grand Met-IDV	✓										✓					✓						
Head Skis						✓		✓	✓	✓	✓		✓		✓	✓						
Henkel					✓	✓		✓	✓	✓	✓		✓		✓			✓					
Monsanto	✓								✓	✓												
Philip Morris					✓			✓			✓											
Molnlycke						✓			✓		✓											
Sara Lee-Hanes Div.						✓		✓	✓	✓	✓		✓		✓	✓						
SEAT					✓	✓	✓	✓	✓	✓					✓	✓	✓	✓				
Terumo						✓		✓	✓	✓	✓		✓		✓	✓						

Source: TBWA Advertising

TBWA, New York, had non-U.S. gross income of $55.7 million in 1987, up 11% from 1986. Non-U.S. billings increased 20% to $419.1 million.

Worldwide gross income was $74.6 million in 1987. Worldwide billings rose to $545 million.

TBWA has 12 non-U.S. offices.

It owns majority or maximum-allowable stock in 15 and has non-equity affiliations with 10 including U.S. offices.

Major international accounts gained in 1987 included Air Plus; Bosch; Goldstar Electronics; Henkel-Super Croix Liquide; Knorr; Michelob; Molnlycke; Nivea; and Ocean Spray.

Accounts lost included Dortmunder Kronen; Samsonite; and Stock.#

J. WALTER THOMPSON CO.

Clients:	The Americas: USA	Argentina	Brazil	Canada	Chile	Peru	Uruguay	Mexico	Puerto Rico	Venezuela	Europe: Austria	Belgium	Denmark	France	Germany	Italy	Netherlands	Norway	Spain	Sweden	Switzerland	UK	Greece	Portugal	South Africa	India	Pacific: Australia	Japan	Hong Kong	New Zealand	Singapore	Thailand	Philippines	Malaysia
Allied Breweries	✓			✓																			✓				✓							
Bacardi			✓									✓	✓	✓	✓		✓		✓			✓	✓	✓				✓							
Beatrice Foods		✓							✓																		✓							
Benetton	✓	✓	✓	✓			✓	✓			✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓			✓	✓						
Chesebrough-Ponds			✓		✓	✓				✓															✓								
Commodore											✓		✓		✓		✓																	
DeBeers			✓					✓			✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓			✓	✓						
Eli Lilly	✓				✓											✓																	
Emery	✓			✓								✓				✓	✓			✓	✓	✓					✓		✓					
Ford	✓	✓				✓		✓	✓														✓		✓		✓	✓	✓					
Garrett (Signal)	✓	✓												✓																				
Gerber	✓								✓																✓									
IBM		✓		✓	✓	✓	✓																				✓	✓	✓	✓	✓			
Jacobs Suchard				✓							✓	✓		✓	✓	✓					✓													
S.C. Johnson	✓	✓	✓		✓		✓	✓	✓	✓	✓																		✓	✓	✓	✓		
Kellogg	✓	✓	✓		✓			✓		✓	✓	✓	✓	✓	✓		✓			✓	✓	✓	✓		✓		✓	✓		✓	✓			✓
Kodak	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓			✓		✓	✓		✓	✓		✓	✓		✓		✓	✓	✓	✓	✓	✓	✓	✓
Kraft	✓			✓	✓			✓	✓	✓		✓	✓		✓	✓			✓	✓		✓		✓	✓		✓		✓			✓	✓	✓
Lufthansa																														✓	✓	✓	✓	✓
Malaysia Airlines															✓	✓		✓										✓					✓	
Mattel			✓		✓	✓			✓	✓		✓		✓	✓	✓	✓	✓		✓	✓	✓	✓	✓			✓							
McDonnell Douglas	✓	✓	✓	✓	✓		✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓			✓	✓	✓	✓	✓	✓	✓	✓
Monroe	✓										✓		✓		✓	✓						✓					✓							
Nabisco Brands	✓	✓	✓	✓		✓	✓	✓		✓																			✓		✓			
Northern Telecom	✓			✓											✓							✓								✓				
Nestle	✓	✓	✓		✓	✓		✓	✓		✓				✓		✓	✓	✓		✓		✓		✓				✓		✓			✓
Oscar Meyer	✓									✓	✓							✓																
PepsiCo.	✓	✓	✓	✓	✓		✓		✓	✓	✓			✓	✓						✓	✓			✓		✓	✓						
Philips		✓	✓		✓	✓	✓			✓	✓			✓	✓						✓	✓	✓	✓	✓			✓						
Quaker Oats	✓								✓	✓													✓											
RHM															✓	✓						✓												
R.J. Reynolds				✓	✓				✓	✓					✓	✓		✓		✓		✓		✓				✓	✓					✓
Reckitt & Colmen				✓						✓															✓	✓	✓							
Rolex	✓	✓	✓	✓			✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓		✓				✓	✓					✓
Scott Paper Co.		✓		✓												✓		✓												✓	✓			✓
Unilever	✓	✓	✓	✓	✓	✓	✓			✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Warner Lambert	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓			✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓				✓	✓

Source: J. Walter Thompson Co.

J. Walter Thompson Co., New York, had non-U.S. gross income of $240 million in 1987, a 13.7% increase over 1986. Non-U.S. billings rose 14.3% to $1.6 billion. Worldwide gross income was $483 million in 1987. Worldwide billings were $3.2 billion.

Worldwide, JWT has 184 offices in 38 countries. JWT owns the majority in 29 countries, minority in nine and has eight affiliations.

Major accounts gained in 1987 included Jacobs Suchard (Belgium, Switzerland); Philips (Italy, U.K.); Pizza Hut (West Germany, U.K.); R.J. Reynolds (West Germany, the Netherlands, Canada); Nestle (Brazil, Mexico, Peru); Unilever (Brazil, Japan); Warner-Lambert (Brazil, Chile, Colombia, Peru); and Ford dealers (Hong Kong, Japan).

Accounts lost: Ford (Europe, Brazil, Venezuela, Canada); Pepsi (U.K., West Germany); Richardson-Vicks (Austria, France, West Germany, Philippines); and Burger King (U.K., Australia).#

UNIVAS

Clients:	The Americas	Europe: Austria*	Belgium*	Denmark	France	Germany*	Italy	Netherlands*	Norway	Spain*	Sweden	Switzerland*	UK*	Portugal*	Africa	Middle East*	Pacific
BNP			✓		✓					✓							
Bictherm			✓		✓		✓			✓				✓			
Ducros			✓		✓		✓			✓							
Hollywood			✓			✓				✓		✓				✓	
Lee Cooper			✓		✓	✓											
L'Oreal			✓		✓	✓	✓	✓		✓		✓	✓			✓	
Renault		✓	✓		✓	✓	✓	✓		✓			✓	✓			
Strelor					✓	✓							✓				
Vanderbilt			✓		✓		✓	✓		✓		✓	✓			✓	

*Source: Univas *Non-equity affiliation*

Univas, Paris, a fully owned subsidiary of French agency group Eurocom, reported worldwide gross income of $34.6 million in 1987, a 3% increase from 1986. Worldwide billings increased 2% to $230.8 million in 1987.

Univas, which has no U.S. presence, owns a majority stake in six agencies in France and Italy and has affiliations with agencies in nine countries.

In 1987, Univas won Pechiney (worldwide); Tiga, IP RTL, *Rolling Stone*, Pecher Mignon, Rowenta, Lou, Honey, AFB and Fromagerie des Chaumes (all France); Piatnik (Austria); Teisseire, Orangina and Ducros (all Belgium); Prestige & Collection (West Germany); Lee Cooper jeans, *Elle, Via del Mondo*, Majorettes, Hertz and Mantovani (all Italy); Vanderbilt fragrances, Unilease and Eru Cheese (the Netherlands); BNP, Cacharel perfume and Celso Garcia (Spain); Kraft foods (U.K.); Siemens computers (Turkey); and Evian/Badoit and Sofradipar (Switzerland).

Accounts lost: M6 TV, Teisseire, Coup de coeur, Weil fragrance, Euroconfor and Lesieur Cotelle (France); Lesieur and McCain (Germany); Maxpro (Spain); and Galay (Switzerland).#

WCRS/BELIER

Clients:	The Americas: USA	Europe: Austria	Belgium*	Denmark*	France	Germany*	Italy	Netherlands	Norway*	Spain*	Sweden*	Switzerland	UK	Portugal*	Luxembourg*	Africa*	Middle East*	Pacific: Australia	Japan	Hong Kong	New Zealand	Singapore	Thailand	Malaysia	Taiwan
BAT																				✓		✓		✓	
Bayer	✓				✓																✓				
BMW												✓						✓		✓				
Bristol-Myers	✓																					✓		✓	
BSN Gervais Danone			✓		✓		✓					✓												✓	
Canon							✓					✓													✓
Dim					✓		✓													✓					
Dow Chemical	✓						✓											✓							
Fiat					✓		✓											✓							
ICI													✓							✓		✓			
S.C. Johnson			✓		✓		✓					✓													
Laura Ashley	✓				✓	✓		✓					✓					✓							
Mastercard																				✓	✓	✓		✓	
Nestle	✓				✓		✓	✓																	
Olivetti					✓																	✓		✓	
Pfizer	✓				✓													✓							
Qantas					✓	✓	✓				✓		✓												
Remy Martin																				✓		✓	✓	✓	✓
Seagram																		✓				✓	✓	✓	
Sheraton	✓		✓	✓	✓		✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓		
Suzuki							✓	✓												✓					

*Source: WCRS/Belier *Non-equity affiliations*

WCRS/Belier Group, London, posted non-U.S. gross income of $137.3 million in 1987, a 416% increase from 1986. Non-U.S. billings increased by 532% to $959.6 million in 1987.

Worldwide gross income was $230.2 million in 1987, and worldwide billings were $1.63 billion.

Most of WCRS' growth was by acquisition in 1987, when French agency Belier and the Ball Partnership, an Asia Pacific agency network, were added to the group.

WCRS owns 100% of 17 agencies in 10 countries outside the U.S. and 29% of a New Zealand agency.

In 1987, WCRS won Qantas (Europe); Laura Ashley (Australia, U.K.); Sheraton Hotels (Australia, Hong Kong); United Biscuits (U.K.); Heinz Weight Watchers meals (U.K.); General Foods (Australia); BMW (Australia); Remy Martin (Thailand); Olivetti (Malaysia); Seagram's Mumm and Glenlivet (Singapore); Lada cars (France); and Wang (France).

WCRS' losses included Rowntree Mackintosh (France); BASF (U.K.); Continental Airlines (Australia); Black Douglas Scotch (Australia); and Honeywell (Australia).#

YOUNG & RUBICAM

Clients:	The Americas: USA	Argentina	Brazil	Canada	Chile	Colombia	Dom. Republic	Mexico	Venezuela	Puerto Rico	Europe: Austria	Belgium	Denmark	France	Germany	Italy	Netherlands	Norway	Spain	Sweden	Switzerland	UK	Finland	Portugal	Africa	Pacific: Australia	Japan	Hong Kong	India	New Zealand	Singapore	Thailand	Malaysia	Philippines
Adidas	✓	✓	✓	✓	✓			✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓
Air Canada											✓			✓	✓							✓	✓			✓			✓		✓			
American Home Products	✓		✓	✓				✓		✓					✓	✓	✓					✓	✓				✓							
AT&T	✓														✓	✓	✓					✓				✓	✓	✓		✓				
Bosch											✓	✓	✓	✓	✓	✓		✓		✓	✓													
BSN-Gervais Danone	✓		✓					✓				✓		✓	✓	✓			✓		✓	✓				✓	✓							
Canada Dry				✓								✓										✓					✓							
Colgate-Palmolive	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓				✓	✓	✓	✓	✓	✓	✓	✓	✓
Du Pont	✓	✓	✓				✓		✓		✓		✓	✓	✓	✓		✓	✓	✓	✓	✓				✓	✓	✓			✓			✓
Eastman Kodak	✓			✓							✓	✓	✓	✓		✓	✓		✓	✓	✓	✓				✓	✓							
Ford	✓			✓							✓		✓	✓	✓	✓			✓	✓	✓	✓												
General Foods	✓		✓	✓			✓		✓	✓	✓	✓	✓	✓	✓	✓			✓	✓	✓	✓					✓							
Grand Metropolitan	✓													✓					✓			✓												
H.J. Heinz												✓				✓						✓			✓									
Hong Kong Tourist Association				✓									✓	✓	✓							✓				✓	✓	✓			✓	✓	✓	✓
IVECO											✓		✓					✓	✓	✓	✓		✓											
Jacobs-Suchard	✓	✓									✓	✓	✓	✓	✓	✓			✓		✓	✓												
Jamaica Tourist Board	✓			✓																		✓												
Johnnie Walker																					✓	✓								✓				
Johnson & Johnson	✓	✓	✓	✓	✓		✓		✓						✓	✓	✓									✓		✓						
Kentucky Fried Chicken	✓			✓			✓		✓													✓					✓		✓				✓	
Mobil Oil											✓				✓	✓		✓																✓
PepsiCo Foods International			✓	✓				✓		✓																								
Pernod-Ricard	✓		✓	✓								✓	✓	✓		✓					✓	✓								✓		✓	
Royal Canadian Mint	✓			✓											✓	✓											✓	✓			✓			
Time Inc.	✓		✓	✓											✓	✓					✓	✓					✓	✓				✓		
TWA	✓										✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓			✓		✓	✓	✓		✓	✓		✓
UIP											✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓				✓	✓	✓			✓	✓	✓	
UNISYS	✓	✓	✓	✓	✓			✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓			✓	✓		✓
Warner-Lambert	✓				✓		✓																			✓			✓					
Xerox	✓										✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓												

Source: Young & Rubicam

Young & Rubicam, New York, had non-U.S. gross income of $349.7 million in 1987, a 29% increase from 1986. Non-U.S. billings increased 28% to $2.3 billion.

Worldwide gross income was $735.5 million. Worldwide billings hit $4.9 billion.

The network consists of 167 non-U.S offices. Y&R owns a majority of 125 offices, has 50% ownership in three and a minority in 10.

Major international accounts gained in 1987 included business from TWA (Europe); Ford (Canada); Lipton (Canada); Kodak (Australia); Heinz (U.K.); Quaker cereals (U.K.); Toys "R" Us (West Germany).

International accounts lost in 1987 include Fiat (Netherlands) and Burrus (Switzerland).#

Footnotes

Backer Spielvogel Bates Worldwide also handles: **Benckiser, BMW, Hattori/Seiko, Hong Kong Bank, Honig, Mars Pet Food, Mars Confectionery** and **Mars other, Sony, Thomas Cook** and **3M (Minnesota Mining & Manufacturing)** in Middle East; **Campari, Ciba-Geigy, DHL, Singer** and **S.C. Johnson** in Nigeria.

BBDO Worldwide also handles: **Apple Computer** in Venezuela, Portugal; **Bayer** in Venezuela, Indonesia; **Frito-Lay/PFI** in Portugal; **Gillette** in Costa Rica, Ecuador, Portugal, Indonesia; **Johnson & Johnson** in Venezuela; **Nestle** in Portugal, Malaysia; **PepsiCo** in Costa Rica, Ecuador, Honduras, Portugal; **Polaroid** in Thailand, Philippines, Malaysia; **Rowntree Mackintosh** in Portugal; **Unilever** in Portugal; **Visa** in Indonesia, Thailand, Philippines; **Wella** in Malaysia; **Wrigley**

(Continued on Page 56)

Footnotes

(Continued from Page 55)
in Philippines; **Worldwide Church of God** in Venezuela.

Leo Burnett Co. also handles: **Cathay Pacific** in Korea, Philippines; **Kellogg** in Colombia, Dominican Republic, Guatemala, Korea; **McDonald's** in Philippines; **PepsiCo/7UP** in Dominican Republic, Philippines; **Philip Morris** in Turkey, Colombia, Dominican Republic, Ecuador, Guatemala, Indonesia, Korea, Philippines; **Procter & Gamble/RVI** in Colombia, Guatemala, India, Indonesia, Philippines; **United Airlines** in Philippines.

Foote, Cone & Belding Communications also handles: **American Cyanamid** in Jamaica; **Beiersdorf** in Colombia, Trinidad; **Citicorp** in Colombia; **Colgate-Palmolive** in Colombia, Dominican Republic, Jamaica, Panama, Trinidad; **Garuda Airlines** in Indonesia; **Hiram Walker** in Jamaica; **Kimberly-Clark** in Panama; **Nestle** in Trinidad.

McCann-Erickson Worldwide also handles: **American Express** in Jamaica, Panama, Trinidad; **AHP** in Barbados, El Salvador, Guatemala, Honduras, Peru; **Bayer/-Miles** in Dominican Republic, El Salvador, Guatemala, Honduras, Panama, Malaysia; **Beatrice Hunt Wesson** in Honduras, Peru; **Black & Decker** in Puerto Rico, Finland, Panama; **Casio** in Turkey, Peru, Uruguay; **Chesebrough-Pond's** in Dominican Republic, Guatemala, Honduras, Panama; **Ciba-Geigy** in Indonesia, Dominican Republic; **Coca-Cola** in Puerto Rico, Finland, Turkey, Dominican Republic, El Salvador, Guatemala, Honduras, Panama, Peru, Uruguay, Barbados, Jamaica, Trinidad, Indonesia, Malaysia; **Del Monte** in Panama, Finland, Puerto Rico; **Exxon/Esso** in Finland, Malaysia, Dominican Republic, El Salvador, Guatemala, Honduras, Panama, Puerto Rico, Uruguay, Barbados, Jamaica; **General Motors** in Finland, Dominican Republic, Guatemala, Puerto Rico, Uruguay, Barbados, Trinidad, Indonesia; **Gillette** in Malaysia, El Salvador, Guatemala, Honduras, Panama, Peru, Puerto Rico, Uruguay, Barbados, Jamaica, Trinidad; **Goodyear** in Turkey, Guatemala, Panama, Peru, Barbados, Jamaica, Trinidad, Indonesia, Malaysia; **Henkel** in Barbados, Jamaica, Turkey; **Heublein** in Jamaica and Trinidad; **Hilton** in Barbados and Puerto Rico; **Johnson & Johnson** in Turkey, El Salvador, Guatemala, Honduras, Panama, Peru, Barbados, Jamaica, Trinidad; **Levi Strauss** in Malaysia and Turkey; **L'Oreal** in Puerto Rico, Finland, Turkey, El Salvador, Guatemala, Peru, Uruguay, Barbados, Jamaica, Trinidad, Indonesia, Malaysia; **Lockheed** in Trinidad; **Lufthansa** in Puerto Rico, El Salvador, Peru; **Martini & Rossi** in Uruguay, Barbados, Trinidad; **McDonald's** in Guatemala; **Mennen** in Dominican Republic, El Salvador, Guatemala, Trinidad; **Nestle** in Puerto Rico, Finland, Turkey, Dominican Republic, Guatemala, Honduras, Panama, Peru, Uruguay, Jamaica, Indonesia, Malaysia; **Quaker** in Trinidad; **Richardson-Vicks** in Barbados, Jamaica, Trinidad; **RJR Nabisco** in Finland, Panama, Trinidad; **R.J. Reynolds** in Panama, Peru, Uruguay, Finland, Turkey, Puerto Rico; **Tambrands/Tampax** in Barbados; **Texas Instruments** in Finland and Puerto Rico; **Unilever** in Finland, Barbados, Malaysia; **Union Carbide** in Guatemala, Honduras, Panama.

Ogilvy & Mather Worldwide also handles: **American Express** in Colombia, Uruguay*, Philippines, China, Pakistan*; **BAT Industries** in Costa Rica*, El Salvador*, Guatemala*, Paraguay*, Turkey, Kenya, China; **Bayer** in South Korea*. **Beecham** in Portugal and Philippines; **Boeing** in Kenya, Philippines, China; **Boehringer-Ingelheim** in Colombia and Philippines; **British Tourist Authority** in Portugal; **Burroughs Wellcome** in Kenya and Pakistan*; **Ciba-Geigy** in Uruguay*, El Salvador*, Hungary*; **Compaq** in China; **Cotton Council International** in South Korea*; **CPC International** in Turkey; **General Foods** in Costa Rica*, El Salvador*, Guatemala*, Honduras*, Philippines, China; **Guinness** in Kenya; **ICI Ltd.** in Hungary*; **Johnson & Johnson** in the Philippines; **Kimberly-Clark** in El Salvador*, Guatemala*, Honduras*, Philippines, South Korea*; **Korean Air** in the Philippines and South Korea*; **Mattel** in Portugal; **NutraSweet** in Colombia; **Parker Pen** in Uruguay*, Turkey, Philippines, China; **PepsiCo** in Hungary*, Kenya, Philippines, Pakistan*; **Philips** in Uruguay*, Paraguay*, Hungary*, Portugal, Turkey; **Polaroid** in Colombia, Uruguay*, El Salvador*, Paraguay*, Portugal, Turkey, Philippines, China, South Korea*; **Price Waterhouse** in Uruguay*; **Rank Xerox** in Ecuador* and El Salvador*; **Rolex** in Turkey; **S.C. Johnson** in Turkey; **Seagram** in Costa Rica*, Uruguay*, Portugal, China; **Sears Roebuck Co.** in Colombia; **Shell** in Paraguay*, Portugal, Kenya, Philippines, South Korea*, Pakistan*; **Squibb** in Pakistan*. **3M** in El Salvador* and Portugal; **Unilever** in Colombia, Uruguay*, Costa Rica*, El Salvador*, Guatemala*, Portugal, Turkey, Kenya, Philippines, China, South Korea*, Pakistan*; **Warner Lambert** in Uruguay*; **Westpac Banking Corp.** in Pakistan*; **ZF Corp.** in China.

Saatchi & Saatchi Advertising Worldwide also handles: **Schering-Plough, DHL, Cadbury Schweppes, PepsiCo and Pirelli** in Venezuela. **Beecham, Lego, Pfizer** and **Schering-Plough** in South Korea.

(Note: Asterisks indicate non-equity affiliation.)

AGENCY/CLIENT SUMMARY

Clients:	N W Ayer	BBDO	BDDP	Backer Spielvogel Bates Worldwide	Bozell, Jacobs, Kenyon & Eckhardt	Leo Burnett Co.	DDB Needham Worldwide	DMB&B	Foote, Cone & Belding	GGK	Grey Advertising	Hakuhodo Inc.	HDM	Ketchum Communications	Lintas:Worldwide	Lowe International	McCann-Erickson Worldwide	Mojo	Ogilvy & Mather Worldwide	Publicis International	Roux, Seguela, Cayzac & Goudard	Saatchi & Saatchi Advertising	Scali, McCabe, Sloves	TBWA Advertising	J. Walter Thompson Co.	Univas	WCRS/Belier	Young & Rubicam
American Airlines					✓		✓																					
American Cyanamid				✓				✓	✓													✓						
American Express																	✓		✓									
American Home Products								✓									✓											✓
Anheuser-Busch							✓	✓																				
BAT				✓							✓				✓				✓								✓	
Bayer		✓					✓	✓			✓				✓		✓		✓		✓						✓	
Beecham											✓							✓	✓			✓						
Beiersdorf									✓	✓														✓				
BMW				✓															✓								✓	
Bristol-Myers							✓	✓			✓								✓								✓	
BSN Gervais Danone			✓										✓									✓		✓			✓	✓
Cadbury-Schweppes									✓										✓			✓						
Campbell Soup		✓							✓													✓						
Chesebrough-Pond's																	✓								✓			
Ciba Geigy				✓													✓		✓									
Citicorp							✓	✓	✓						✓							✓						
Coca-Cola Co.															✓	✓	✓											
Colgate-Palmolive Co.									✓				✓															✓
CPC International								✓					✓				✓		✓			✓						
Dow Chemical Co.								✓					✓				✓		✓								✓	
Du Pont	✓	✓											✓									✓						✓
Duracell							✓												✓									
Eastman Kodak Co.																						✓			✓			✓
Electrolux				✓							✓																	
General Foods								✓			✓								✓									✓
General Motors	✓							✓								✓	✓											
Gillette Co.	✓	✓							✓								✓					✓						
Guinness								✓											✓			✓						
H.J. Heinz						✓	✓	✓																				✓
Henkel		✓					✓			✓			✓			✓	✓							✓				
Hewlett Packard						✓							✓															
Heublein																✓	✓											
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Jacobs Suchard													✓								✓				✓			✓
Johnson & Johnson		✓					✓				✓				✓		✓		✓			✓						✓
S.C. Johnson				✓			✓		✓										✓						✓		✓	
Kimberly-Clark								✓	✓										✓									
Kraft						✓			✓									✓							✓			
Mars				✓				✓			✓																	
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Philip Morris						✓																		✓				
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Parker Pen																✓			✓									
PepsiCo		✓				✓	✓												✓			✓			✓			✓
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Quaker Oats Co.								✓							✓		✓								✓			
Reckitt & Colman											✓				✓		✓	✓				✓			✓			
Remy Martin															✓												✓	
Richardson-Vicks				✓				✓									✓											
RJR Nabisco					✓				✓						✓		✓					✓			✓			
Rothmans	✓	✓									✓																	
Rowntree-Macintosh		✓													✓				✓									
Seagram							✓												✓								✓	
Shell				✓															✓									
3M				✓							✓		✓						✓									
Unilever		✓													✓		✓		✓						✓			
Volkswagen							✓			✓																		
Wm. Wrigley Jr. Co.		✓							✓		✓								✓									
Warner-Lambert Co.				✓																					✓			✓
Xerox		✓																	✓								✓	

ADVERTISING AGE compiled this chart, showing which agency networks represent major clients, based on the information agencies submitted for their individual charts in this section. Only clients using at least two networks are included.

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Advertising Age

Crain's International Newspaper of Marketing. In Two Sections. Section 1.

Democratic National Committee Chairman Paul Kirk (c.) introduces the candidates.

Duke's strategy:

2 teams to handle ad needs

By STEVEN W. COLFORD

Delegates to the Democratic convention who are getting ready to nominate Michael Dukakis for president also will be sanctioning perhaps the most unusual image-making structures for a candidate in the party's history.

Four years after the severest thrashing in presidential political history, Democrats are dipping deep into Madison Avenue to fashion an ad team that will include 50 or more people, including some instantly recognizable names from major agencies.

This "Madison Avenue team" resembles the "Tuesday Team" that helped Republican Ronald Reagan in his landslide 1984 re-election drive.

But while the Madison Avenue group plots "big-picture" image advertising, the other half of the Dukakis structure, a "political" team, will be doing quick-response and—if needed—negative ads to address specific issues raised by polling or by the opposition. This political team is made up largely of consultants.

It's this two-team structure that sources say is unusual in the annals of presidential campaigns.

Although Dukakis campaign officials refused to confirm the names, the core of one team is believed to consist of Bill Tragos, chairman, TBWA, New York; Gary Susnjara, president-chief operating officer, Saatchi & Saatchi DFS, North America; Ken Bernhard, former vice chairman, Ogilvy & Mather; and Ted Voss, a Boston ad consultant and formerly Polaroid Corp.'s VP-advertising.

That team will be responsible for what one insider described as the "consumer," or long-term, strategic media that establishes and reinforces the campaign's theme.

Expected to contribute, in varying degrees, to that team's output are Frank Mingo, chairman, Mingo Group, New York; Carl Spielvogel, chairman, Backer Spielvogel Bates Worldwide; Marvin Sloves and Ed McCabe, chairman and former partner, respectively, of Scali, McCabe, Sloves; Mike Hughes, vice chairman-creative director, the Martin Agency, Richmond, Va.; Roy Spence, president, GSD&M, Austin, Texas; and Tom Amico and Jim Proimos, a copywriting team from Smith Burke & Azzam, Baltimore.

Dukakis' Madison Avenue team

Gary Susnjara, president, S&S DFS, N. America
Bill Tragos, chairman, TBWA
Ken Bernhard, former vice chairman, Ogilvy & Mather
Ed McCabe, former principal, Scali, McCabe, Sloves
Frank Mingo, chairman, Mingo Group
Marvin Sloves, chairman, Scali, McCabe, Sloves
Carl Spielvogel, chairman, Backer Spielvogel Bates

Because the ad team will be made up of people scattered across the country, only its top echelon will be at the Dukakis offices in Boston. The political team also will be headquartered in Boston.

Altogether, this ad team will consume the lion's share of about $50 million in federal funds that will be handed over after Gov. Dukakis officially

(Continued on Page 51)

Saatchi near U.K. media buying link

By GARY LEVIN and LAUREL WENTZ

NEW YORK—In a major development for global agencies, Saatchi & Saatchi Co. last week began seeking clients' approval to consolidate all its agencies' U.K. media buying.

At the same time, Young & Rubicam and Foote, Cone & Belding Communications are negotiating their own worldwide media-buying combination, sources said.

These moves come in the face of new opposition to the idea of agency media-buying combinations by big clients such as Philip Morris Cos. and Thomas J. Lipton Inc. *(see story on Page 50)*.

Major agencies continue to pursue media-buying combinations, partly because of fears that Saatchi & Saatchi will do it first and bring the concept to the U.S. Saatchi officials have decided against setting up a similar operation in the U.S. for now.

Saatchi executives in London said they would decide in August, pending client approval, whether to combine U.K. media buying for its three main agencies—Saatchi & Saatchi Advertising, BSB Dorland and KHBB.

The three agencies began contacting clients last week to dis-

(Continued on Page 50)

'Conflict insurance'

HHCC's pact to ban merger

By CLEVELAND HORTON and JON LAFAYETTE

Hill, Holliday, Connors, Cosmopulos is negotiating a "conflict insurance" pact with Nissan Motor Corp. USA to assure the client that the agency won't merge or sell out for five years.

Nissan recently awarded its estimated $60 million Infiniti account to Hill Holliday.

"We not only have no plans to sell," said Jack Connors, Hill Holliday president-ceo, "but we have given Nissan protection from that for the next five years."

"Nissan wants to be assured that they will not be dropped as the result of a sale or merger," said Jack Sansolo, president of the agency's U.S. division.

"They're not interfering in our business decisions, but are saying, 'If you make such a decision, we don't want to be put in jeopardy.' I think that's a balanced and fair arrangement," he said.

The fine points of the contract were still being worked out last week by the legal departments of both parties.

Conflict insurance clauses have

(Continued on Page 50)

Last Minute News

Guinness hires Burnett to plan strategy

LONDON—Guinness named Leo Burnett Ltd. here to monitor media buying and media planning for Guinness and Guinness-owned United Distillers Group's $215 million worldwide ad spending. That job was previously handled by Smith/Greenland, New York, in the U.S. and Yershon Media Management here for the rest of the world. Burnett will keep track of global media planning and look for efficiencies. The move doesn't affect Guinness' existing creative assignments.

Lord Geller close to hiring former BJK&E execs

NEW YORK—Lord, Geller, Federico, Einstein hired Robert Elgort and Marvin Lefkowitz, former senior VP-creative directors at Bozell, Jacobs, Kenyon & Eckhardt, on a free-lance basis and expects them to assume

(Continued on Page 8)

CBS shakes up broadcast unit

Stringer gets turnaround task

By VERNE GAY

NEW YORK—Howard Stringer, CBS' new broadcast group president, says he's bringing a new theme to CBS—"creativity."

But Mr. Stringer, 46, will need the creativity of a da Vinci to fix what ails CBS.

Those problems include its worst prime-time ratings performance ever, a clouded sales picture and, perhaps Mr. Stringer's biggest challenge, morale problems.

In the pivotal move of a major shake-up last week, CBS President Laurence Tisch promoted Mr. Stringer, the former CBS News president, and hired David Burke, an exec VP at ABC News, to succeed Mr. Stringer.

Gene Jankowski, who held the broadcast group post for an unprecedented 11 years, was shifted to the newly created, non-operational post of broadcast group chairman.

No one will report to Mr. Jankowski, who in turn will report directly to Mr. Tisch, advising on matters such as company expansion and regulatory issues.

But the key move was promoting Mr. Stringer. The new CBS Broadcast president said he will visit the West Coast in August, where he will seek to improve CBS' relations with the production community.

He flew last Friday to Los Angeles to meet with CBS Entertainment President Kim LeMasters and his staff before heading to Atlanta for the Democratic convention.

"I am more interested in stimulating than meddling with the creative process," Mr. Stringer said.

According to industry experts, Mr. Stringer is well-suited to his task. "He's a leader," said one executive familiar with Mr. Stringer's style. "He's a multifaceted guy with a lot of energy."

H. Stringer

Observers said that Mr. Stringer's style will be critical. "The last time a network was turned around was NBC, and the person who turned it around was Grant Tinker. The way he did it was to let everyone calm down and get to work," said Paine-Webber analyst Alan Gottesman.#

Diane Mermigas and Marianne Paskowski of Electronic Media, *a sister publication of* Advertising Age, *contributed to this story.*

Upfront frenzy might put dent in scatter sales

By VERNE GAY

NEW YORK—The surprisingly strong prime-time upfront network TV market has left agency executives wondering what will happen in next year's scatter market.

As upfront sales wound down last week, top agency executives claimed the sale was the oddest in recent memory.

Partly because of the uncertainties surrounding the Writers Guild of America strike, many experts had predicted the market would never exceed $2.9 billion. But by the end of last week, upfront sales had already tied last year's $3.1 billion record. And some predicted it could reach $3.2 billion.

The big question now is whether advertisers placed the bulk of their network TV dollars in the upfront market instead of saving it for scatter (or short-term) sales next year. The networks suffered a weak scatter market this year and would like to avoid another one.

"I think there will be a scatter market next year," said Jake Keever, exec VP-sales at ABC, who argued that many advertisers are more optimistic about the economy than last year.

Jerry Dominus, VP-sales, CBS, agreed. "I think there will be a ton of money," he said. Mr. Dominus said the money advertisers spent last year on this year's Olympics—an estimated $800 million—will return to the scatter market next year.

But other sources said they were worried that this year's unexpectedly strong market was aided by low prices, which lured advertisers into committing more money upfront.

Agency sources cited automotive advertisers, which pumped about $550 million into upfront, a 10% increase over last year.

CBS and NBC closed deals at moderate to low price increases. CBS closed at 2% to 6% cost-per-thousand increases while NBC got 5% to 10%. ABC did slightly better with 6% to 10% increases, TV and agency executives said. Last year's increases were in the high double digits.

NBC sold about $1.3 billion worth of time, CBS sold about $900 million to $1 billion and ABC about $800 million to $850 million, sources said.

The total prime-time market was virtually completed by July 13.

Daytime, late-night and news sales also started to heat up last week. Sources said daytime sales would hit about $1 billion this year, down about $200 million from two years ago.#

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Big Blue mum on ideas

IBM test puts shops on line

By JON LAFAYETTE and GARY LEVIN

IBM Corp. has handed six agencies competing for its account a daunting task: create in a month an IBM corporate campaign and ads for its troubled personal computer line.

IBM last week briefed New York agencies D'Arcy Masius Benton & Bowles, Grey Advertising, Lintas: Worldwide and Wells, Rich, Greene, plus incumbents Lord, Geller, Federico, Einstein and Lord Einstein O'Neill & Partners. The computer giant is deciding how to divide its $138 million account.

IBM gave the agencies "very little specific direction," one agency executive said. Said another: "They gave us the bare bones. They revealed no secrets."

The agencies believe they've been given wide latitude so that IBM can evaluate their strategic thinking.

At the briefings, IBM explained its image advertising should present the company as an innovator and good corporate citizen. The product assignment, primarily for the PS/2 personal computer, should focus on desktop publishing.

The agencies are free to decide on how to link the two campaigns. They're expected to provide "rough creative" plus "media approaches."

IBM has asked that the projects be completed by the week of Aug. 15.

Soon after it hands in its project, Lord Einstein will find out whether it will even be allowed to accept business from IBM. Lord Einstein is still under a temporary injunction that prohibits it from accepting any more IBM business.

Last week, acting New York state Supreme Court Judge Herman Cahn, after being asked by Lord Einstein for clarification of an interim ruling, said, "Lord Einstein may take part in the IBM competition, including making presentations of projects which will be assigned by IBM. The above does not change the underlying temporary restraining order. . . . A formal decision will be issued in due course."

That ruling is expected after Judge Cahn returns from vacation on Aug. 22.

The lawsuit was filed in March by Lord Geller parent WPP Group against Lord Einstein and Young & Rubicam, which backed the agency created by six former Lord Geller executives.

The suit asks that Lord Einstein be enjoined from accepting business from Lord Geller accounts, especially IBM, and be prevented from hiring any more Lord Geller staffers.

Both sides recently filed briefs on whether Lord Einstein should continue to be barred from accepting business from Lord Geller clients.

Sources familiar with the briefs, which haven't been made public, said WPP focused on claims that the six former Lord Geller executives violated their fiduciary obligations by resigning, planning beforehand to start a new agency and accepting Lord Geller employees and clients.

The sources said WPP toned down earlier allegations that clients were presolicited and that the executives tried to sabotage the agency to force WPP to sell it to them.

The brief by Lord Einstein and Y&R, sources said, claimed that the executives didn't violate the law through their actions. Because the executives had no contracts, they had no obligations under New York law to WPP once they resigned, the defendants argued.#

Sears' clothes woes

Retailer struggles to make fashion statement

Editor's note: Last week Crain's Chicago Business, *a sister publication of* ADVERTISING AGE, *analyzed the problems at Sears, Roebuck & Co., the world's biggest retailer.* CCB *contended that many Wall Street analysts and others think a breakup of Sears would be hugely profitable. One problem these analysts cite is Sears' sputtering efforts to carve a niche in apparel, and that portion of the* CCB *story follows.*

By DAVID SNYDER and PETER D. WALDSTEIN
Crain News Service

At the brightly lit Sears, Roebuck & Co. store in Atlanta's Cumberland Mall, a clothing shopper becomes immersed in a sea of items bearing the names of Cheryl Tiegs, Stefanie Powers and Yvonne Goolagong—faded celebrities who have represented Sears' private-label women's fashion merchandise for nearly 10 years.

Don't look for the hottest designer labels. Liz Claiborne is a no-show. So are Calvin Klein, Adrienne Vittadini and virtually all the popular designers who are fashioning moderate-price apparel in easy-care fabrics.

That's because the big names in the fashion business—with rare exceptions, the most notable of which is Levi Strauss & Co.—refuse to sell to Sears. They're afraid of tarnishing their own fashion images.

"A few key national brands would really lend some acceptability and credibility to the whole mix," says Sears Merchandise Group CEO Michael Bozic, 47. "We think people maybe would give us a try. We pay our bills on time. We're going to continue to work on some of that where it's appropriate."

Sears falls to move

The problem shows how far Sears must go to establish any kind of authority in apparel. Once driven by price and value, the mass-market clothing business today rides on status and style. But Sears has failed to move with the industry.

By several measures, Sears' fashion apparel business is sick. In 1979, 14% of Chicago women surveyed in a fashion research project said they shopped most often at Sears for fashion apparel. By last year, that number had dropped to 4%.

"Right now, Sears is competing with downscale discounters among older, fashion-averse customers shopping for commodity items," says Douglas J. Tigert, a professor of retail marketing at Babson College in Massachusetts and leader of the research project. "Sears either has to get out of that end of the market or strengthen it."

Similarly, when asked to name the best place to buy men's dress shirts, only 13.3% of respondents surveyed by Leo J. Shapiro & Associates, a consumer research company, spontaneously mention Sears. That number falls to 10% for jeans and drops to 1.3% for dress blouses. Only 0.4% of respondents think Sears women's clothing is the best available anywhere.

That doesn't mean Sears isn't big in apparel. Last year, the company sold $4.3 billion of men's, women's and children's clothing, not including catalog sales, according to company documents.

Sears does, in fact, sell basics by the truckload—"tonnage items" as Mr. Bozic likes to call them. These include panties, pantyhose, robes and even jeans and activewear.

But that emphasis on quantity belies Mr. Bozic's uneasiness with the quality of Sears' image in the marketplace. For fashion apparel—and today, that includes sports clothes as well as one-of-a-kind evening gowns—sends the clearest message to the market about whom a store wants to serve.

If customers don't see their lifestyles reflected in clothing and store displays, the store strikes out.

For Sears, the problem is compounded by the enormous amount of floor space devoted to apparel in its 819 stores.

A typical multiline Sears store ranges in size from 140,000 to 214,000 square feet, only half of which is selling space, usually divided between two floors. Apparel often takes two-thirds of one floor. Without exciting fashion merchandise to draw shoppers to that space, the productivity of the entire store lags, notwithstanding the strong performance of certain basic items.

But Sears can't readily use the space for other purposes. Apparel affords Sears—and all other general merchants—the highest profit margins of any products carried. Apparel turns over more quickly than big-ticket hard goods and costs relatively little to stock and display.

"The rock-bottom reason for staying in apparel is there's a helluva lot of floor space," says Jay Levine, an independent retail consultant and formerly Sears' chief economist. "You can only use so much space for hard goods. They won't give up soft goods unless they give up the stores or sublease the space to someone else."

Department stores in the past decade all have faced the same problem: too much floor space and not enough productivity. To survive, successful department stores learned from the specialists how to offer theater and value.

Publicly, Mr. Bozic fends off comparisons between Sears' dowdy apparel business and the glitz of department and specialty stores.

"We are what we are," he says. "When you get down to the kinds of goods that people believe require some status or theater, then that's not us. But in terms of the kinds of things that are more quality and value-oriented, then that is us."

But behind the scenes, Mr. Bozic has set in motion an effort to make Sears a hip fashion retailer in its own right.

On the fourth floor of the retailer's Visual Merchandising Laboratory, a prototype apparel department is taking shape.

In a part of the experimental retailing laboratory known as Mainframe, a shop for teens, ceiling-mounted TV screens pump out rock videos above black-and-chrome high-tech racks filled with leather and patchwork clothing.

A pilot, stand-alone Mainframe store already is being tested in the lobby of Sears Tower in Chicago.

In Apostrophe, Sears' department for fashionable sportswear, mannequins wear combinations of tasteful clothing and accessories to display several possible looks. The clothing racks themselves look sharp, devoid of the cardboard "Sale" signs found throughout Sears stores.

In Carriage Court, the department for Sears' traditional female customer, a creative display of cable-knit sweaters set against a backdrop of wooden crates and burlap wallpaper makes an appealing autumn fashion statement, the kind one would expect to find in any of a dozen leading clothing stores.

Throughout all the departments, the goods contain a higher percentage of natural fibers than customers have ever found in Sears stores.

If Sears could install its new apparel displays in all 819 stores three months from now, it could grab headlines as a rejuvenated source for fashionable, affordable casual clothing.

But the retailer isn't likely to get those looks into all its stores even three years from now.

Disincentives built into Sears' cost-accounting system compel local store managers to pay for store improvements out of their own profit-and-loss statements. Those expenses pose additional hurdles as the managers, burdened by local slow-growth retail conditions, strive to meet the earnings targets set by corporate headquarters.

In women's apparel, Sears wants its managers to improve gross profits this year by 9%, confidential internal documents show. And in men's and children's apparel, gross profit targets have been set at nearly 10%.

"There's an affordability question here that I can't broad-brush," says Vern L. Page, until recently VP-women's apparel and the man behind the Visual Merchandizing Laboratory. Last month, Mr. Page, 57, was named to the new position of VP-catalog merchandising.

Strides made in merchandise

"The [store's] physical environment is significant," he said. "But 10 times as significant are the strides we've made in the merchandise focus. And the goods are in the stores today."

Indeed, the goods being tested in the lab are stylish, though their tastefulness easily could pale in a run-of-the-mill setting.

In the past year, Sears has taken other significant strides to update the look of its clothing.

Most notable is the much-touted agreement with McDonald's Corp. to market a line of McKids children's clothes.

The apparel creates a strong presence in Sears' better stores, where bright kiosks composed of McDonaldland characters and videogames draw kids' attention to the merchandise. Sears hopes to sell $175 million of the goods this year, according to the internal documents.

"McKids is very successful," says a competing clothing retailer in Atlanta who asked not to be named. "McKids represents the kind of thing Sears can do that no one else can do."

Indeed, few retailers have sufficient distribution, finances and public acceptance to strike such a far-reaching marketing alliance with the world's most popular fast-food chain.

Yet even Sears may not have what it takes to harvest the potential of McKids.

McDonald's, hesitant to license its name to any outside company, is holding up approval of a national rollout of free standing McKids stores. Also, the two companies have yet to decide how to split profits from sales of the clothing in those stores.

Says Jack M. Greenberg, McDonald's exec VP-chief financial officer: "We have given permission for nothing beyond what Sears is doing right now."

Sears is gradually remaking its big catalog—Page 26

Another effort to crank up the apparel business rests on the major restructuring of Sears' buying organization, announced last March. Mr. Bozic wants to slash the bloated staff by as much as 50% to reduce the dozens of layers of bureaucrats through which purchase decisions now percolate.

"The fact is the buyers are underworked," says one recently departed senior merchant who requested anonymity.

Sears today has 25 buying departments—down from more than 40 a decade ago—each with a national merchandise manager who oversees senior buyers, buyers and assistant buyers assigned to one of 138 distinct product categories.

Sears once prided itself on the depth of its buying organization; it had merchants who specialized in nothing but men's cotton low-rise briefs. Cost and time constraints are relegating that system to the clearance rack.

"Specialization went too far," says the former buying executive. "These people can buy more than one line. Now, they'll be busy, but they're paid well."

The reorganization, like the redesign of women's apparel, ideally should be in place today. But it isn't likely to be completed any time soon.

Sears' specialty store strategy, launched last year, is testing the concept of buying existing apparel chains and letting them operate under their own names.

The first such test involves Pinstripe Petites, a 25-store chain of working women's boutiques based in Minnesota.

But Sears will need a much larger operation than Pinstripe Petites to significantly affect the bottom line. If one could be had, a chain selling moderate-price men's dress clothing would make an attractive acquisition, since Sears concedes it does poorly in that category.

"It's a possibility," Mr. Bozic says.#

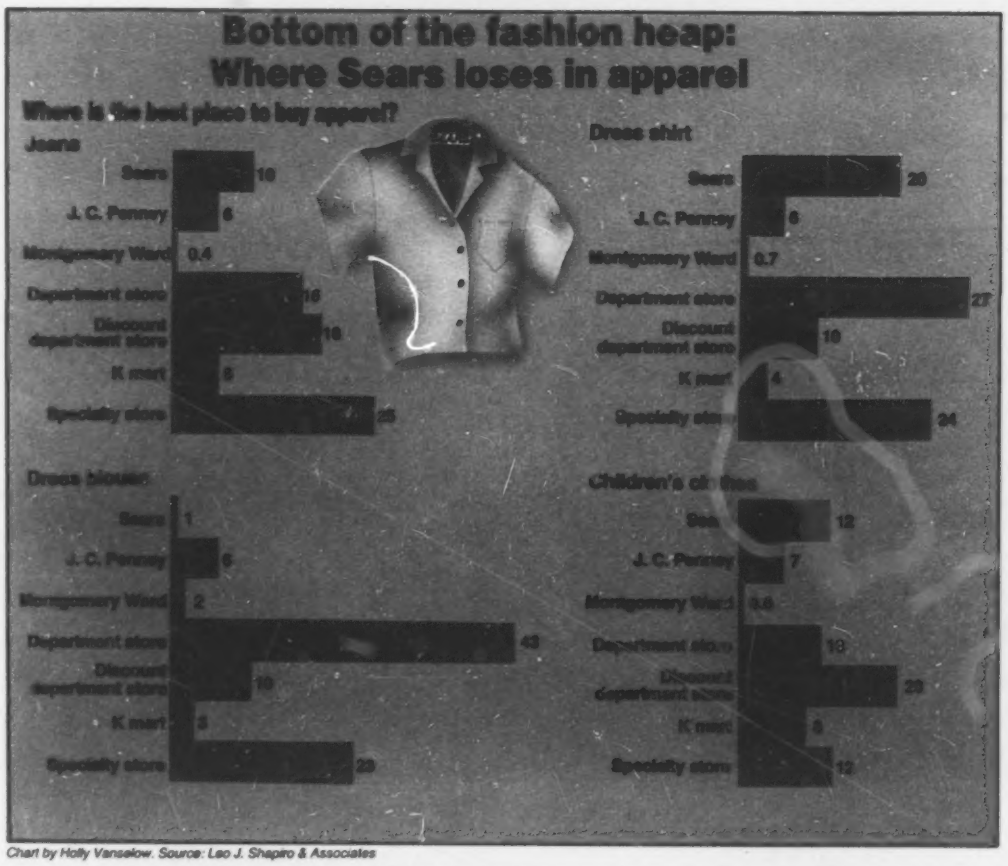

Chart by Holly Vanselow. Source: Leo J. Shapiro & Associates

Advertisers harbor island ad skepticism

Despite the leap made by National Car Rental, the center of attention in daily newspaper financial page mostly draws local ad buys

By Ira Teinowitz

The newly created island in the sea of ad placements is showing slow growth as a port of call for national advertisers.

Four months after the Newspaper Advertising Bureau proclaimed island advertising in financial pages as a major new weapon to stem the continuing decline in newspapers' national advertising share, local or regional advertisers appear to be doing the bulk of the island buying.

Aside from National Car Rental—the only national advertiser to make extensive use of the position, with $2 million worth of ads in 21 newspapers in 20 major markets—local or regional car dealers, banks, stockbrokers and even department stores are proving the mainstays of island ad spending. However, some of those advertisers are dealers' groups or offices of national companies, many of which are watching results.

Industry observers say it's too soon to tell whether the island position will remain primarily a local buy or will attract more national advertisers.

"How long did it take cable to get where it is today?" asks James Dunaway, VP-director of information for the bureau, whose Future of Advertising task force developed the recommendation calling for greater use of island advertising. "We are in this for the long range. Media changes aren't something that happen overnight."

In recent years, newspapers have had big problems attracting national advertising. While dollar revenues have increased, newspapers' share of national advertising shrank from 16% in 1950 to 11% ten years later,

Seeing the unusual financial pages positioning as a hot property for its upscale cars, Jaguar is using an island ad in selected U.S. markets.

8% in 1970 and by last year had plummeted to 6%, or $3.6 billion of the $60.6 billion advertising market, according to the newspaper bureau and McCann-Erickson Worldwide estimates.

To help bolster that figure, the bureau generated support for island advertising adoption among the nation's daily newspapers. In March, it announced that more than 215 newspapers had agreed to break longstanding tradition against selling island ads by offering the ad space surrounded on all sides by stock listings, with the one-quarter or one-third page ad guaranteed to be the only one on the page. At last count, 242 newspapers with a combined circulation of 22 million were offering the space.

More recently, the newspaper group worked out a 13-week national ad campaign for American Express Travelers Cheques.

In the $1 million campaign, 13 major newspapers, including the *Chicago Sun-Times*, *The New York Times* and *The Washington Post*, will run the same ad on either the bottom of Thursday's weather page or the adjacent page.

Jaguar Cars, BMW of North America and Prudential-Bache Securities have used financial page island ads in several markets for local or regional concerns. "We've been using it for some of our dealer group ads," says Barry Wood, senior account exec for Ammirati & Puris, Dallas, which placed ads for BMW's dealer groups in Denver, Houston and Fort Worth. "We like it because our ad is frequently the only advertisement in three or four pages."

Peter Seed, national co-op manager for Jaguar, wouldn't disclose which markets Jaguar

(Continued on Page S-6)

One Rate. No Debate.

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Jonathan Theophilakos, Advertising Director
201-442-0400

AD-SAT-ADDRESS TBRN

Source: ©SEMM Survey of Buying Power, 1987 • National Representative: Sawyer-Ferguson-Walker Co.

Newspaper island ads

'How long did it take cable to get where it is today?' proponents say in defense of the ad position that has yet to entice big advertisers

(Continued from Page S-4)

is using but says the company has bought island positions in many of its market areas. "It seemed as though this was a hot property for cars and when it was made available, we jumped on the bandwagon."

Early on, National Car Rental made its commitment to the island position. "We had talked to the Newspaper Advertising Bureau and they had originally talked about double-truck ads," says Bob Zach, VP-media director for Chiat/Day, New York, National's agency. "But we wanted something that was affordable on a continuing basis, not a blockbuster that we couldn't sustain. They came back with the island concept." The FOA's recommendation preceded the bureau's discussions with National, but National's quick interest helped propel newspapers into action.

National had been looking for an innovative way to announce its new Emerald Aisle counterless express rental program at several airports. "It was a perfect fit. Our target was the business market and stocks are certainly a place businessmen look," says Mr. Zach. National ads featuring the Emerald Aisle service broke March 17.

Cindy Hale, VP-marketing for Minneapolis-based National, says the company has been pleased with the results, but doesn't know whether individual rentals resulted from newspaper ads or other advertising. National will drop the ads this summer and resume its schedule in the fall when Emerald Aisle service is expanded to Los Angeles and additional cities.

With no major national advertiser following National Car Rental's enthusiasm, it has been up to individual newspapers to sell the ads. The results have varied considerably.

"It certainly hasn't set the world on fire," says Jerry Ulrich, assistant sales manager for national sales of the *San Jose Mercury-News*. He says the only advertiser that has bought space so far is a financial institution.

Meanwhile in Dallas, Hartford, Conn., Houston, Los Angeles, Miami and Phoenix, newspapers report sales so heavy they are beginning to look at other possible island sites ranging from additional stock pages to islands on weather, TV, travel or comics pages.

"It's working wonderfully well," says John Naughton, general advertising manager for Phoenix's *The Arizona Republic*, which charges local advertisers a premium of up to 20% above local rates for the page. "We are virtually sold out."

Jim Currow, director of advertising for *The Miami Herald*, says the paper has sold ads to Florida Power & Light Co., Prudential-Bache Securities and Value Line. It also has had some interest from local banks, although local advertisers have to pay national rates—a 100% premium in Miami—for the page.

At the *Los Angeles Times*, Home Federal Savings & Loan Assn. and Nordstrom Inc. have joined National Car Rental in buying island ads with long-term commitments.

Bill A. Williams, assistant to *The Hartford Courant* Editor and Publisher Michael J. Davies, has been tracking the ads' success since Mr. Davies headed the NAB's Future of Advertising committee. "We've had no negative reaction and have picked up a couple of advertisers," Mr. Williams says.

Newspapers had expressed some concern the ads might generate reader complaints. But those that have run the island ads report surprisingly little reaction from readers.

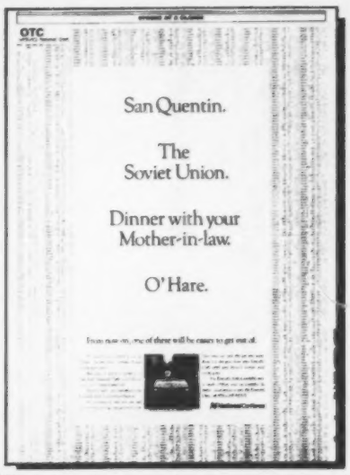
"We had three or four calls the first week and didn't have any the second," says Jack Loftus, editor of the *Houston Chronicle*. "We've had 300 calls or letters for dropping a comic strip. I have to assume the readers totally accepted this."

The lack of complaints and the prospect of additional revenues have prompted several major newspapers to join the program since its inception, among them, *Newsday* and the *New York Post*. *The Record* of Hackensack, N.J., also began accepting the ads when it shifted to a.m. publication in May.

The *Chicago Tribune*, *The New York Times*, and *The Wall Street Journal* however, have refused the ads.

Nancy Nielsen, director of corporate relations and public affairs for the *Times*, says the paper views the ads as disruptive to readers and possibly not serving advertisers well. The *Times*, however, did create an alternative position under the stock tables.

At *The Wall Street Journal*, Charles Stabler, deputy director of corporate relations for Dow Jones Co., the paper's owner, says, "For years we have tried to make *The Wall Street Journal* a comfortable place for readers and advertisers. That means we don't accept sensational layouts or things that would be distracting. [Island ads] wouldn't fit the kind of atmosphere we want."

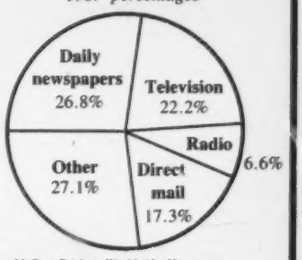


What started out as a double-truck ad turned into an island for National Car Rental.

DATA BANK

Newspapers' share of advertising expenditures

1987 percentages



Source: McCann-Erickson Worldwide, Newspaper Advertising Bureau

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The average annual food expenditure of Diario reader households is $4,609. With plenty of discretionary income for liquor, cars, travel and other products and services.

The wealthiest part of an 8-billion-dollar market. Of all the Spanish-language media in the Miami Hispanic Market, Diario Las Américas is the one that reaches the heart and soul, the movers, the shakers and opinion makers of its 8-billion-dollar market.

For additional information call Enrique J. Pérez, Advertising Director, at (305) 633-3341.

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The Spanish-language Daily Newspaper
Founded July 4, 1953

Diario Las Américas
2900 N.W. 39th Street, Miami, Florida 33142-5193

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